Appendix Materials

for the

Port Washington Downtown Revitalization Plan

Phase 1 – Community & Market Trends Analysis
April 2005

A. Press Releases
B. Downtown Brochure
C. Survey
D. UW-Extension Report Summarizing the Public Input Sessions
E. ESRI BIS Retail MarketPlace Profile
F. Scan/US
    Demographics
    Business Establishments
    Average Household Expenditures

Microsoft Access Data for Commercial Properties & Apartments
(in separate .mdb files on the CD Rom)

Appendix A

Press Releases

Become a part of Planning Your City's Future…

Port Washington's Downtown Revitalization Plan is underway, beginning with a downtown market analysis. In layman's terms, a downtown market analysis is the process of documenting details about the downtown's current condition, exploring changes occurring in the marketplace, verifying what consumers want from downtown, discovering what businesses the downtown market will support, and creating a downtown business development strategy.

The Downtown Revitalization Plan is a jointly funded study by the Business Improvement District and the City of Port Washington. For the next several months, The Taurean Group and the UW-Extension will work together to facilitate a comprehensive revitalization effort aimed at identifying new opportunities and understanding the community's wishes for the future of downtown Port and the city as a whole.

We need your input!

For this project to be a success, we need the community to become involved. There are two easy ways for you to share your ideas with us:

- Complete the "Survey of Community Preferences" that will soon be available in two versions - on-line and printed. The on-line version will be available on Taurean's web site at **www.taureangroup.com**, and printed versions will be available at downtown businesses.
- Participate in public input sessions that will provide opportunities for roundtable discussions. Talk with others about what you'd like to see in your downtown. The dates of these sessions will be announced in the Ozaukee Press and on Taurean's web site.

For more information about this project, please e-mail The Taurean Group at info@taureangroup.com.

Thanks!

Submitted on Oct. 4, 2004 to Ozaukee Press

Revitalization Plan to Interview Downtown Residents

Port Washington – Residents in downtown Port Washington will soon have a special opportunity to be heard. If you live within or near the area bordered by Jackson Street to the north, Lake Street to the east, Webster Street to the west, and Grand Avenue to the south, you are invited to attend a public input session for downtown residents on Nov. 3 at 7 pm at the County Courthouse Auditorium. This session will provide opportunities for participants to share their ideas and concerns about living downtown. If the City chooses to develop more housing opportunities downtown, it will be helpful to understand the benefits and challenges of current residents, perceive the quality of life downtown, .

Survey of Community Preferences

A survey is now available for residents, visitors, and employees of Port Washington. Two versions of the survey are available - on-line and printed. The on-line version is available on Taurean's web site at www.taureangroup.com, and printed versions will be available at downtown businesses and City Hall. Everyone is urged to participate! It is crucial to the success of this project that as many people as possible who are interested in and affected by the downtown complete the survey and share their ideas.

Public Input Sessions

The schedule has been set for public input sessions. All participants will have an equal chance to present their opinions, and discussions will be channeled to result in an end product that can be used to establish a direction for the community's future. Paul Roback from the UW-Extension will facilitate these sessions.

Participants	Date	Time	Place
Downtown Residents	Nov. 3	7 pm	County Courthouse Auditorium
All Port Washington Residents	Nov. 10	7 pm	County Courthouse Auditorium
Downtown Business & Property Owners	Nov. 16	7 pm	Community Room at the Police Station
Municipal / Civic Representatives	Dec. 14	7 pm	City Hall Council Chambers

The goal of the survey and public input sessions is to involve as many people as possible to hear points of view that aren't often heard and create a workable vision in which all of us can take pride. Every opinion, both old and new, will be treated equally and combined to create a plan that takes Port Washington into the future while respecting its past.

Submitted on Oct. 18, 2004 to Ozaukee Press

Last Public Input Session Scheduled for the Downtown Revitalization Plan

This fall, consultants from The Taurean Group have joined forces with Paul Roback from the UW-Extension to hold a series of public input sessions for the Port Washington community. The purpose of these sessions has been to share ideas and collect information regarding the future direction and possible development of downtown Port Washington. The final public input session will be held on Tuesday, Dec. 14 at 7 pm in the Council Chambers at City Hall. While this session is being geared toward municipal leaders and civic representatives, anyone who hasn't been able to attend one of the earlier sessions is invited to come and participate.

"Survey of Community Preferences"
People who are interested in sharing their ideas and concerns about the downtown can also complete a printed or on-line survey. Survey responses will be collected until the end of the year. 460 survey responses have been collected thus far from residents, employees, and visitors of Port Washington. The on-line survey is available on Taurean's web site at www.taureangroup.com, and printed surveys are available at downtown businesses, the library, and City Hall. Everyone is urged to participate! It is crucial to the success of this project that as many people as possible who are interested in and affected by the downtown complete the survey and share their ideas.

Submitted on Dec. 6, 2004 to Ozaukee Press

Results of Port Washington's "Survey of Community Preferences"

As part of the Port Washington Downtown Revitalization Plan, The Taurean Group distributed printed surveys to downtown business and provided an on-line survey to collect community preferences and ideas regarding the downtown. The collection began in September and ended in December. The survey contained three sections for Residents, Visitors, and Downtown Employees. The results have been compiled and are presented below.

615 survey responses, of which 72% were residents and 28% were visitors.
170 (28%) printed surveys were completed, with the remaining 445 (72%) being completed on-line.

Residents

1. How often do you go downtown?

39% Every day	83% of the residents responding to the survey go downtown at least once a week. Residents enjoy spending time downtown.
33% 2-3 times a week	
11% Once a week	
8% 2-3 times a month	
4% Once a month	

2. What do the residents enjoy doing downtown?

81% Dining	Somewhat surprising that more residents enjoy the Farmers' Market and festivals than shopping. Expected Dining and Shopping to be the highest percentages. Might suggest that residents would prefer different or more plentiful shopping opportunities. Other popular responses included walking along the lakefront to enjoy the scenery and having coffee.
62% Farmers' Market	
61% Festivals	
56% Shopping	
29% Exercising	
28% Other	
16% Fishing	

3. How do residents travel downtown?

94% Drive a car	Other travel modes included scooter, moped, rollerblade, and skateboard. Sizeable percentage of the resident population rides their bikes, but bike racks are rather limited. Consider more parking for bikes to promote bike travel vs. car travel to the downtown.
65% Walk	
37% Ride a bike	

4. What could be done to make the downtown better?

66% More specialty shops and restaurants	These responses support Question 2 above – residents enjoy dining downtown and would like more opportunities. Shopping is somewhat enjoyable to residents, but more is desired. More benches would be beneficial to the 65% who enjoy walking downtown, as noted in the responses to Question 3. Other popular
51% More greenery and flowers	
47% Entertainment for youth	
45% Longer store hours	
44% Historic building preservation	
39% More benches	
37% Adult entertainment	

	comments included better lake/beach access, market/small grocery, theater, fewer bars, playground, and bookstore.

Almost as interesting as the options residents selected regarding improvements to the downtown are the options that were not selected. Only 6% of the residents felt that more police presence would be an improvement, and 9% felt that more signage was necessary. 11% wanted public transportation, 17% felt that the downtown should be cleaner, and 18% wanted less vehicular traffic. Parking is a relative concern for residents (29%), but it is a larger concern for employees (56%) and visitors (35%). This might be because a larger percentage of residents is able to walk to the downtown and residents typically will know the locations of a variety of potential parking places.

5. What do you enjoy doing along the lakefront?

90% Walking by the lake	If walking is such a popular lakefront activity and popular means of travel to the downtown, consider establishing walking routes, paths, and/or a boardwalk-type structure along the lake. More efficient promotion of walking paths and tours that have been developed.
84% Watch the boats and fishermen	
54% Listening to concerts	

6. What would you like to do along the lakefront, if facilities and programs were available?

Improved access to a clean public beach	284 written responses were collected. The most popular responses (in order) are listed.
Boat rides (such as boat tours and dinner cruises) and rentals	
More lakefront festivals and concerts	
Parks with playgrounds and picnic areas	
Outdoor dining	
Community/cultural center	

7. What do you enjoy about waterfronts in other cities?

Access to clean public beach areas	Residents provided more than 300 responses. The most popular responses (in order) are listed.
Dining	
Walking trails and boardwalks	
Shopping	
Entertainment (including festivals and concerts)	
Parks and picnic areas	
Boat rides and rentals	

8. Which opportunities would you like to see more of in downtown Port Washington?

70% Entertainment	Other popular comments included a theater or community/cultural center, more youth activities or a youth center, and more parks.
60% Retail	
57% Dining	
55% Festivals	

Visitors

9. What do the visitors enjoy doing downtown?

88% Dining	Visitors, as well as residents responding to Question 2, have indicated that retail opportunities could use some improvement. Dining is an attractive component of the downtown, for both visitors and residents (Question 2). Other popular comments (in order) included walking, visiting the lakefront and enjoying the scenery, and concerts.
61% Festivals	
58% Retail	
43% Farmers' Market	

10. As a visitor, where do you live?

41% Ozaukee County	Expected a higher percentage from northern Illinois than the Midwest. Might suggest that community promotions need to reach throughout the Midwest rather than focusing on northern Illinois.
24% Saukville	
24% Southeast Wisconsin	
9% Midwest	
6% Northern Illinois	
6% United States	

11. How often do you visit?

25% 2-3 times a week	Almost one quarter (22%) of the visitors are in the downtown every day. Most likely, these are the commuters who also work in the downtown. Almost 50% (47%) of visitors make repeat trips to the downtown every week.
22% Every day	
11% Once a week	
11% 2-3 times a month	
6% Once a month	
6% 2-3 times a year	
2% Once a year	
2% This was my first visit	

12. What could be done to make the downtown better?

55% More specialty shops and restaurants	Visitors identified the same top five improvements as the residents in Question 4. More shops and restaurants are desired in an attractive, historic downtown setting. Other popular comments included slower traffic, parking, and family attractions/activities.
47% More greenery and flowers	
40% Historic building preservation	
39% Entertainment for youth	
38% Longer store hours	
35% More public parking	

Again, options that were not selected by a large portion of visitors are also interesting to note. Only 7% of the visitors felt that more police presence would be an improvement. 11% felt that more signage would be an improvement, while 12% felt that the downtown should be cleaner. 16% would like the downtown to be better accessed by public transportation, and 17% thought that more street lighting would be an improvement. In general, visitors feel that the downtown is a safe, clean area.

13. Are you visiting for business or vacation?

41% Business	The survey was administered during the fall, typically not the most popular vacation time of the year. Regardless, 60% of the visitors were in Port Washington for some vacation purpose.
32% Vacation	
28% Both	

14. When do you like to visit?

92%, July	The most popular times to visit Port Washington were during the summer months. The months then became rather mixed between fall and spring. The least popular months to visit Port Washington are January, February, and March, although 64% is still a large percentage of the responding visitors that like to visit during those winter months. Consider having more downtown activities throughout the year, and not assume that visitors will only want to come to town during the summer. As Question 13 implies, people are continuing to visit throughout the year.
91%, June	
88% August	
88% September	
80% May	
78% October	
75% December	
73% November	
68% April	
64% January	
64% February	
64% March	

15. What other cities of similar size do you enjoy visiting?

31% Cedarburg	These cities might be good comparisons to Port Washington and provide ideas as to what visitors enjoy.
7% Door County communities	
7% Grafton	
4% Sheboygan	

16. Would you like to visit Port Washington again?

97% Yes	Visitors enjoy Port Washington's downtown enough to want to return again.
2% No	
1% Maybe	

Employees

People who work downtown completed 166 (27%) of the 615 surveys.

17. Do you enjoy working downtown?

52% Definitely Yes	Almost 90% of the employees responding to the survey enjoy working in downtown Port Washington.
37% Usually Yes	
11% Somewhat	
1% Usually No	

18. As a downtown employee, what would make the downtown more appealing as an employment center?

More parking	Employees provided almost 100 responses. The most popular responses (in order) are listed. More shopping and dining opportunities continue to be towards the top of downtown improvements for everyone – residents, visitors, and employees.
More retail	
Slower traffic	
More restaurants	
More after work or during lunch programs	

19. Does it appear that downtown businesses cooperate with each other?

65% Yes	For those answering "Sometimes", the most popular reasons (in order) are 1) need better cooperation of marketing efforts, 2) BID is trying to help, and 3) consistent business hours.
24% Sometimes	
12% No	

20. Do you dine or purchase food items downtown?

94% Yes	With such a large percentage of employees purchasing food downtown, consider providing them with more options for outdoor dining and picnic tables.
6% No	

21. How many times per week do you purchase food or dine downtown during the workday?

36% Once a week	A relatively small percentage (4%) of employees purchase food downtown every day. However, a majority of employees (70%) purchase food downtown at least once a week.
34% 2-3 times per week	
22% Once a month	
4% Every day	
4% Never	

22. How much do you normally spend when you purchase food items during the workday?

67%$5-$10	81% of employees spend $10 or less on food purchased during the workday, while only 16% spend more than $10.
14% Less than $5	
11%$10-$20	
5% More than $20	

23. How difficult is parking?

25% Okay	Parking for employees is somewhat troublesome for more than half (56%) of the survey respondents. Parking may be more difficult for employees than visitors (35%) due to the longer duration of a workday. Large parking lots for county and municipal employees exist in the downtown area, so parking for these jobs is probably quite easy.
21% Somewhat difficult	
16% Very easy	
15% Somewhat easy	
10% Very difficult	

24. What else do you do downtown during the workweek?

Post office	Employees provided over 100 responses. The most popular responses (in order) are listed and show how employees are using the downtown.
Banking	
Shopping	
Haircut	
Dry cleaning	
Walking	
Library	

Respondent Profile

25. What is your age?

22% 41-50	The largest percentage (53%) of survey respondents represents the active, mature adult community, 35-60 years old. 18% of the surveys were completed by youth, 10-14 years old. This was probably due to the presentations about the downtown project that were made at the schools. Youth completed 19% of the surveys, which is roughly equal to the current youth population in Port Washington. Their involvement makes the survey more comprehensive and representative of the entire community. 11% of survey respondents were seniors (more than 60 years old), and 17% were young adults, 19-34 years old.
18% 10-14	
17% 51-60	
14% 35-40	
9% 29-34	
7% 23-28	
7% 61-70	
4% 71+	
1% 15-18	
1% 19-22	

26. Describe your household position.

36% Married adult with children living in the home	65% of survey respondents were married adults, with more than half of those adults living with children in the home. 17% of the respondents were single adults, and 15% were youth.
29% Married adult without children living in the home	
15% Youth living with parent(s) or guardian	
10% Single adult without children living in the home	
4% Single adult living with one or more adults	
3% Single adult with children living in the home	

27. What is your gender?

62% Female	Almost 1.6 times more women completed the survey than men.
38% Male	

28. What is your annual household income?

27% Prefer not to respond	This information was collected to verify that the responses were representative of all income categories within the community.
17% $40,000-$60,000	
15% More than $100,000	
15% $60,000-$80,000	
12% $80,000-$100,000	
10% $25,000-$40,000	
4% Less than $25,000	

29. Other comments?

Entertainment for youth and families	More than 100 people provided extra comments. The responses were grouped into categories and the most popular eight categories are listed.
More shopping	
Promote the lakefront, while preserving natural beauty	
Beach access	
Longer store hours	
More greenery and trees	
More parking	
Small grocery/market	

30. E-mail address for survey results?

288 of the 615 survey respondents requested that the survey results be e-mailed to them. With 445 surveys being completed on-line, 65% of the on-line respondents would like to review the survey results. This shows an interest within the community regarding the future of Port Washington's downtown.

Summary

Survey respondents would like the downtown to be an attractive area with historic character and careful preservation of the lakefront's natural beauty. To create this setting, the community should consider the following recurring themes from the survey:

- More retail and dining opportunities
  Both residents and visitors feel that the downtown could be improved with additional dining and retail experiences. Outdoor dining and specialty stores were suggested.
- Expansion of the Farmers' Market
  This is a nice attraction for the downtown and an alternative location should be considered to accommodate more vendors and patrons.
- More greenery
  Over the years, Port Washington has lost much of its greenery and trees in the downtown. People, now, want to spend time in a downtown area enhanced with natural beauty, such as trees, sidewalk gardens, parks, and window boxes.
- More entertainment opportunities
  This includes both separate and combined experiences for youth, families, and adults. Types of entertainment include concerts, festivals, and theater. Consider offering entertainment throughout the year, not only in the summer.
- Historic preservation
  Consider landmarks throughout the downtown and community that share Port Washington's history. Encourage building owners to preserve and enhance the character of old buildings.
- Store hours
  Create incentives and/or agreements for stores to maintain more consistent, longer hours. It is difficult to encourage both residents and visitors to spend time downtown if a "critical mass" of stores is not open to offer interesting and unique retail experiences.

- Improved access to and enjoyment of Lake Michigan

  This idea was communicated in several ways. Both residents and visitors enjoy walking along the lakefront and watching the boats and fishermen. They would like to have better access to a clean public beach. Boat rides (such as boat tours and dinner cruises) and boat rentals are highly desirable. Until an opportunity comes to remove the sewage treatment plant from the lakefront, the community should consider how to enhance its lakefront experience by possibly considering boardwalks and planning a development on the coal pile that serves the public by addressing many of the preferences presented in this survey.
- Parking

  Parking was identified as a concern for all survey respondents – residents, visitors, and employees. Like other lakefront communities, parking lots have developed along the water's edge to provide convenient access to downtown businesses. In downtown Port Washington, parking lots currently occupy much of the most valuable real estate in town, along the lakefront. The community should consider other parking options versus flat surface lots, which require a maximum amount of land area. The marina and boat ramp require trailer parking on surface lots, but as more dining and shopping opportunities are introduced downtown, parking will have to evolve to become more efficient in its space needs.

Submitted Feb. 7, 2005 to Ozaukee Press

Port Washington's Downtown Design Contest for Youth

As part of the Port Washington Downtown Revitalization Plan, The Taurean Group invited youth in the community to share their ideas by entering the "Downtown Design Contest". Youth were asked to submit a drawing that represented how they would like the downtown to look and what they would like to be able to do downtown. At December's Steering Committee meeting, members voted to select the top three entries from a total of 40 drawings.

The first place entry was drawn by Rachel Verhagen and Nicole Ziehm from TJ Middle School. Their drawing was an aerial map of the downtown, which included a bookstore, kids' lounge and arcade, toy store, gymnastics & fitness center, cruise ship dock, and floating restaurant in Lake Michigan.

The second place entry was drawn by Tiffany Stocks and Amber Dixon from TJ Middle School. They would like the downtown to have a candy shop, craft store, like Hobby Lobby, and a playground.

The third place entry was drawn by Kimberly Boldig and Bonnie Allen from TJ Middle School. In addition to a playground, candy store, and craft shop, they would also like the downtown to have an ice skating rink.

Students providing the winning entries have won gift certificates to Port Washington's Business Improvement District. The certificates can be redeemed at most businesses and restaurants throughout the downtown.

The Taurean Group would like to thank all the students who shared their ideas and to the teachers who provided time for the students to become involved in this community project. All drawing contest entries will be displayed in the windows of many downtown businesses. Please come downtown and take a look at the ideas that the youth have to improve Port Washington.

Submitted Jan. 17, 2005 to Ozaukee Press

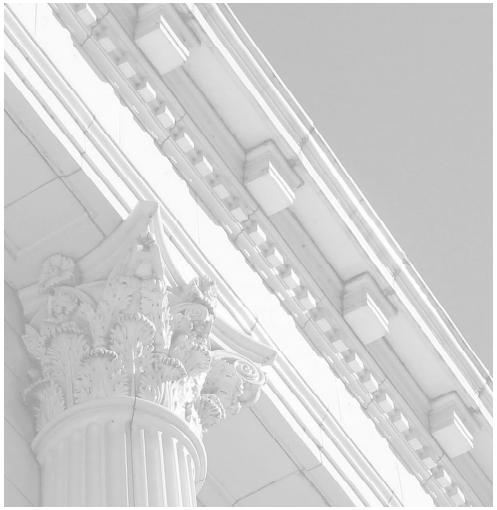
Appendix B

Study Brochure

Overview

As Port Washington has grown, a renewed interest in revitalizing the downtown has also grown. For well over 150 years, the land that we know as downtown has been the central hub of activity for the surrounding community. Although charter boats and yachts have replaced the steamships of the 19th century, the role of downtown Port Washington is as important as it was when it was originally settled.

New development in Ozaukee County has begun to compete with downtown Port. But as growth continues and new competition stiffens, downtown has a very real opportunity to write a new chapter in the city's history. The Downtown Revitalization Plan is a jointly funded study by the Business Improvement District and the City of Port Washington. For the next several months, The Taurean Group will facilitate a comprehensive revitalization effort to outline a viable long-term vision, identify an appropriate mix of land uses, and develop the strategies necessary to sustain the vitality of Port Washington's downtown.



Frequently Asked Questions

Why should I get involved?

A plan is only as good as the people who help shape it. Every resident, business owner, student, and visitor has a stake in the future of downtown Port Washington, and this is your chance to turn your vision for the city into reality. Port Washington has enjoyed a high quality of life for many years, and as new growth approaches, we have to make sure we are ready to manage that growth in a way that preserves and enhances the quality of our community. We need everyone's hand in revitalizing downtown.

Will my opinion really matter?

Not only does your opinion matter, but it is critical to writing Port Washington's next chapter. The goal of this planning process is to involve as many people and voices as possible to hear points of view that aren't often heard and create a workable vision in which all of us can take pride. Every opinion, both old and new, will be treated equally and combined to create a plan that takes Port Washington into the future while respecting its past.

Will this plan really work or will it just sit on the shelf?

The goal of planning is not to produce a paper report, but to start a proactive effort by community members to start thinking collectively about the future. Sure, there have been a lot of plans that just sit on the shelf. But this plan is a combination of market analysis and community input to make sure that what is desired is also what is realistic and feasible. Without a market, plans can't be implemented. Without community support, plans can't be implemented. To ensure that this isn't just another dust-gathering effort, we need to work together to understand our opportunities and create a compelling vision.

Won't the downtown just sort itself out?

If left alone, downtowns will just sort themselves out, but not necessarily how residents and businesses would like them to. Some of the best examples of successful downtowns are those that have adopted a proactive approach to planning, developing, and managing their central business districts. The "hands-off" approach of yesterday has been replaced by the "all hands on deck" philosophy, and Port Washington has the opportunity to take its future into its own hands.

Port Washington
Downtown Revitalization Plan

Become a part of
Planning Your City's Future

The Revitalization Plan is underway and you are invited to participate!

Port Washington's Downtown Revitalization Plan includes:

- Documenting details about the downtown's current condition
- Exploring changes occurring in the market
- Verifying what consumers want from the downtown
- Discovering what businesses the downtown market will support
- Creating a downtown business development strategy

This project involves two parallel tasks:

- Community Involvement
- Market Analysis

With the completion of these two major tasks, we will understand the market opportunities ***and*** the community's preferences. "Common ground" will be established where these opportunities and preferences overlap. The ideas and opportunities included in the "common ground" will guide the future of Downtown Port. The Taurean Group will perform the Market Analysis, but

we need you

to participate in the Community Involvement.

Community Involvement

There are two easy ways for you to share your ideas with us:

- **"Survey of Community Preferences"**
  Two versions of the survey are available — on-line and printed. The on-line version is available on Taurean's web site at

  www.taureangroup.com

  Printed versions are available at downtown businesses and City Hall.

- **Public Input Sessions**
  Sessions are being scheduled that will provide opportunities for roundtable discussions. Talk with others about what you'd like to see in your downtown. The dates of these sessions will be announced in the Ozaukee Press and on Taurean's web site.

Market Analysis

The Taurean Group will provide a comprehensive market study to identify existing and emerging opportunities for the downtown district. This will allow property owners, business owners, and local government officials to proactively plan and develop the downtown around ***feasible*** opportunities.

Who is The Taurean Group?

The Taurean Group is a family consulting business from Port Washington, Wisconsin. Our mission is to ***provide quality market research and feasibility analysis that enable our clients to make informed land use decisions.*** Our work has taken us from the Alaskan wilderness to the main streets of Wisconsin communities where we have helped our clients navigate the uncertainty of the decisions facing them. We have earned a reputation for innovative solutions, and we welcome the opportunity to work in our hometown.

FOR MORE INFORMATION CONTACT

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Appendix C

Survey

Port Washington Downtown Revitalization Plan

"Survey of Community Preferences"

Thanks for taking an interest in Downtown Port Washington. Your input is critical to the success of this project. We will incorporate your responses and suggestions into our analysis of Community Preferences, and this will be used to steer the future of Port Washington. The survey will only take a few minutes to complete. Please tell your neighbors and friends to share their ideas about Downtown Port, too. (This survey is also available on-line at www.taureangroup.com/portwashington)

Do you live in Port Washington? ☐ Yes ☐ No

If you answered Yes to the above question, please answer Questions 1 – 8 for Port Washington residents. Otherwise, skip to the next gray box.

RESIDENT QUESTIONS

1. How often do you go to downtown Port Washington?

☐ Every day ☐ 2 or 3 times a week ☐ Once a week
☐ 2 or 3 times a month ☐ Once a month ☐ Never
☐ Other (please specify) _____

2. What do you enjoy doing downtown? Check all that apply.

☐ Shopping ☐ Dining ☐ Festivals
☐ Farmers' Market ☐ Exercising ☐ Fishing
☐ Other (please specify) _____

3. How do you travel to the downtown? Check all that apply.

☐ Car ☐ Bike ☐ Taxi ☐ Walk
☐ Other (please specify) _____

4. What could be done to make the downtown better? Check all that apply.

☐ Cleaner
☐ Less vehicular traffic
☐ More greenery and flowers
☐ Entertainment for youth
☐ More public art
☐ More conversation areas
☐ A town square or park
☐ Better access by public transportation
☐ Entertainment for adults
☐ More police presence
☐ More signage/directional guides
☐ Longer store hours
☐ Historic building preservation
☐ More public parking
☐ More benches
☐ More specialty shops & restaurants
☐ More/better street lighting
☐ Other (please specify) _____

5. What do you enjoy doing along the lakefront? Check all that apply.

☐ Watching the boats ☐ Listening to music (concerts) ☐ Walking
☐ Other (please specify) _____

RESIDENT QUESTIONS (continued)

6. What would you like to do along the lakefront if facilities and programs were available?

_____

_____

7. What do you enjoy about waterfronts in other cities?

_____

_____

8. Which of the listed opportunities would you like to see more of in downtown Port Washington? Check all that apply.

☐ Retail ☐ Dining ☐ Entertainment
☐ Festivals ☐ Housing
☐ Other (please specify) _____

Do you work in downtown Port Washington? ☐ Yes ☐ No

If you answered Yes to the above question, please answer Questions 9 – 16 for downtown employees. Otherwise, skip to the next gray box.

DOWNTOWN EMPLOYEE QUESTIONS

9. Do you enjoy working in the downtown Port Washington environment?

☐ Definitely Yes ☐ Usually Yes ☐ Somewhat ☐ Usually No ☐ Definitely No

10. As someone employed in Port Washington, what would make the downtown more appealing as an employment center? (For example, parking changes and business/personal services)

_____

_____

11. Does it appear that downtown businesses cooperate with each other?

☐ Yes ☐ No ☐ Sometimes (please clarify) _____

12. As an employee, do you dine downtown or purchase food items downtown? ☐ Yes ☐ No

13. How many times per week do you purchase food or dine downtown during the workday?

☐ Every day ☐ 2 or 3 times per week ☐ Once a week
☐ Once a month ☐ Never

14. When you dine or purchase food items downtown during the workday, how much do you normally spend?

☐ Less than $5 ☐ $5-$10 ☐ $10-$20 ☐ More than $20
☐ Other (please specify) _____

DOWNTOWN EMPLOYEE QUESTIONS (continued)

15. How difficult is parking downtown?

☐ Very easy ☐ Somewhat easy ☐ Okay ☐ Somewhat difficult ☐ Very difficult
☐ Other (please specify) _____

16. What else do you do downtown during the workweek? (For example, banking, dry cleaning, post office, haircut)

_____

_____

Are you a visitor of Port Washington? ☐ Yes ☐ No

If you answered Yes to the above question, please answer Questions 17 – 24 for visitors to Port Washington. Otherwise, skip to the next gray box

VISITOR QUESTIONS

17. As a visitor, what do you enjoy doing in downtown? Check all that apply.

☐ Shopping ☐ Dining ☐ Festivals
☐ Farmers' Market ☐ Exercising ☐ Fishing
☐ Other (please specify) _____

18. Where do you live?

☐ Saukville ☐ Ozaukee County ☐ Southeast Wisconsin
☐ Northern Illinois ☐ Midwest ☐ United States
☐ Outside the United States

19. How often do you visit downtown Port Washington?

☐ Every day ☐ 2 or 3 times a week ☐ Once a week
☐ 2 or 3 times a month ☐ Once a month ☐ Once a year
☐ 2 or 3 times a year ☐ This was my first visit
☐ Other (please specify) _____

20. What could be done to make the downtown better? Check all that apply.

☐ Cleaner ☐ More police presence
☐ Less vehicular traffic ☐ More signage/directional guides
☐ More greenery and flowers ☐ Longer store hours
☐ Entertainment for youth ☐ Historic building preservation
☐ More public art ☐ More public parking
☐ More conversation areas ☐ More benches
☐ A town square or park ☐ More specialty shops & restaurants
☐ Better access by public transportation ☐ More/better street lighting
☐ Entertainment for adults
☐ Other (please specify) _____

_____

VISITOR QUESTIONS (continued)

21. Are you visiting Port Washington for business or vacation? ☐ Business ☐ Vacation ☐ Both

22. When do you like to visit Port Washington? Check all that apply.

☐ January ☐ February ☐ March ☐ April
☐ May ☐ June ☐ July ☐ August
☐ September ☐ October ☐ November ☐ December

23. What other cities, of similar size to Port Washington, do you enjoy visiting?

_____

_____

24. Would you like to visit Port Washington again? ☐ Yes ☐ Maybe ☐ No

If No, please explain why? _____

_____

Please tell us a bit about yourself by answering
Questions 25 – 28 for survey respondents.

RESPONDENT PROFILE

25. What is your age?

☐ 10-14 ☐ 15-18 ☐ 19-22 ☐ 23-28 ☐ 29-34
☐ 35-40 ☐ 41-50 ☐ 51-60 ☐ 61-70 ☐ 71+

26. Describe your position within the household in which you live.

☐ Single adult without children living in the home
☐ Single adult living with one or more adults
☐ Married adult without children living in the home
☐ Other
☐ Single adult with children living in the home
☐ Married adult with children living in the home
☐ Youth living with parent(s) or guardian

27. What is your gender? ☐ Male ☐ Female

28. Identify the range of your annual household income.

☐ Less than $25,000 ☐ $25,000-$40,000 ☐ $40,000-$60,000
☐ $60,000-$80,000 ☐ $80,000-$100,000 ☐ More than $100,000
☐ Prefer not to respond

Thank you!

When you have completed this survey, return it to the Collection Envelope where you picked-up the survey or City Hall. If you prefer to mail your survey, please send it to The Taurean Group, 116 W. Grand Ave., Suite 105, Port Washington, WI 53074. If you have further comments or questions, please contact The Taurean Group at (262) 923-4050 or by e-mail at info@taureangroup.com.

Appendix D

Public Input Session Report

Port Washington Downtown Revitalization Plan: Public Input Sessions

Developed By:
Paul Roback
Community Development Educator
UW-Extension, Ozaukee County

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The Focus Group Process

Why Focus Groups?
"The focus group interview works because it taps into human tendencies. Attitudes and perceptions relating to concepts, products, services, or programs are developed in part by interaction with other people[i]." Focus groups are small in size. They typically include 10-15 people that share certain characteristics that are related to a specific topic. Focus groups are repeated three or more times in order to develop qualitative data regarding the specific topic. Qualitative data measures people's attitudes and feelings regarding a specific topic.

Additionally, the planning group[ii] collected quantitative data from the residents of Port Washington. Quantitative data uses numbers to represent attitudes and feelings. The Taurean Group LLC, in order to collect quantitative data, conducted a survey. Although the results of this survey were tabulate separate from the public input session, it is anticipated that collecting both types of data would allow for the greatest understanding of attitudes and feeling regarding Port Washington's Downtown Revitalization Plan. The survey results are not part of this report.

Who participated in the focus groups?
The planning group outlined the following focus groups. People were encouraged to participate in any session that was convenient for them to attend.

- Downtown residents- November 3, 2004
- Out-of-downtown residents- November 10, 2004
- Downtown property owners & business owners-November 16, 2004
- Municipal / Civic representatives- December 14, 2004

What process was utilized to generate qualitative data?
The challenge of any facilitated process is ensuring that all participants' voices are heard and that ideas are expressed equally. The Snow Card Process allows all participants an equal chance to present their opinions in an objective and impartial manor. This process also channels peoples discussions into an end product that can be used to set direction in the future. Participants take ownership of their ideas by presenting them to the group and assist in the arranging of ideas in broad categories that can be acted on.

What questions were asked during the focus group?
In order to compare the data generated from the four focus groups, the same two questions were asked during each focus group session.

- What do you like about downtown Port Washington?
- What are some challenges in downtown Port Washington?

Participants responded to these questions by writing down their ideas on note cards and then each participant presented their ideas to the group. Then the facilitator worked with the participants to categorize the ideas into general categories. If a large number of people attend a session, the group was divided

into two smaller groups. This allowed for more public participation and easier facilitation.

Focus Group Session Outline

Welcome & Introductions	10 minutes
Survey	20 minutes
Snow Card Session	
Directions	5 minutes
Reflect on Question 1	5 minutes
Post & Arrange Note Cards	20 minutes
Reflect on Question 2	5 minutes
Post & Arrange Note Cards	20 minutes
Summary	5 minutes
Total Time	1.5 hours

Focus Group Results

A total of 55 people participated in the four focus groups. These participants developed a wealth of information and ideas regarding Downtown Port Washington. The results for each focus group can be found in Appendix A. Through the information gathered, some general comments can be made.

Lakefront

The greatest asset that was identified for the downtown district is its proximity to Lake Michigan. The lakefront and marina were identified as excellent amenities for local residents and tourists. Residents appreciate the improvements that have been made to the marina and the creation of Rotary Park. The marina is easily assessable and a great place to walk around.

Participants also identified several areas of improvement along the lakefront. Although the marina is easily accessible, participants felt that the beaches were not easily accessible and difficult to locate. Several people commented that the beaches were not maintained properly and the weeds should be removed. Participants like that the lighthouse on the breakwater is accessible, but would like the walkway to be improved and the cracks repaired. Although Rotary Park is a great example of greenspace along the lakefront, participants would like to see more green space and public infrastructure, such as picnic tables and park benches. Participants were also concerned about the decline in Charter Fishermen and would like the City to be more proactive in working with the existing fishermen to ensure that they do not leave.

Historic Downtown

The participants identified the historic buildings located in the downtown district as another asset. The compact business district has good vehicular traffic flow and the businesses are easily accessible. Participants were delighted with the

new businesses that have located in the downtown district and the building façade improvements that have recently occurred.

Although participants generally feel that the downtown is pedestrian friendly, many were concerned about the speed of vehicle traffic on Franklin Street. Participants identified that crosswalks need to be made safer and the sidewalks need to be enhanced. Although participants appreciated the building façade improvements, they felt that the City could play a more proactive role in encouraging existing businesses to improve their facades. The City should also work hard to preserve the historic downtown character through zoning and building design standards. Participants also mentioned a need for an architectural review board to ensure that new buildings and façade improvements fit with the current character of the downtown. There was also concern over the height of some of the new buildings in the downtown.

Sense of Community

Participants like the "small town" atmosphere of the downtown district. Community amenities, such as churches, post office, library and City Hall, are all within walking distance. The farmer's market and festivals were also mentioned as great community amenities. Business owners, customers and residents were all considered friendly. The downtown was generally considered clean and a safe environment with low crime.

Despite this positive sense of community, a few participants felt that there is a lack of "community spirit." Participants felt that many in the community focus on the problems of the downtown area without mentioning all of the wonderful assets. The press could assist by highlighting these assets. Participants also felt that a year-round community-gathering place should be developed and a downtown activities message board should be created.

Business Mix

The downtown district offers a wide variety of retail, which participants enjoy. In particular, participants enjoy dining at many of the restaurants in the downtown. Business employees were considered friendly and customers were referred to as loyal. Participants like that many of the businesses are family owned and operated.

Despite this business mix, many participants would like additional retail in the downtown district, especially more destination shopping and restaurants. Participants would like more uniform stores hours for all businesses and would like evening hours of operation. There was general concern that not enough City residents utilize the downtown businesses for their shopping.

Public Infrastructure
The greatest source of pride among participants is the marina and Rotary Park. They also appreciate the public investment in the Ozaukee Interurban Trail and the staircases to the bluffs.

However, participants would like more public gathering areas in the downtown that include benches, shade and a playground. Participants would also like to see better street lighting and more public restrooms, drinking fountains and bike racks. Participants were also concerned that the downtown should be made safer for pedestrians. The water treatment plant located on the beach was often mentioned as a poor location for this facility, but participants acknowledge that there is little that can be done to solve the problem.

Parking
There was general consensus that there is enough public parking in the downtown district. A few participants thought that there should be more off-street parking and additional free, non-metered, parking. It was also mentioned that the time limit on the meters should be extended to at least two hours, which is considered an average amount of time to enjoy a meal. There was also concern that there is not enough employee parking in the downtown district.

Attractions / Events
Participants enjoy the events in the downtown district, including Fish Day, the Maritime Heritage Festival and the Farmer's Market. However, all three events occur primarily during the summer season. The downtown needs a year-round in-door attraction that would attract city residents and tourists. Many ideas were offered, such as a cultural center, museum or performing arts center. Many participants felt that the redevelopment of the coal-pile at the We Energies power plant offered an opportunity for a public gathering space and year-round attraction. Participants would also like the downtown to have more of a nightlife, which could include expanded store hours and entertainment. Many were also concerned that there is a lack of youth orientated activities in the downtown area. A playground, recreation center and youth-friendly business were offered as suggestions. This may also encourage more young families to visit the downtown district.

Marketing
Numerous participants identified the need for additional way-finding signage for the downtown district that would direct people to amenities. It was also suggested that there was insufficient signage on I-43 for the downtown district and marina. Numerous participants sited the lack of tourism and marketing for the downtown district and commented that Illinois and Minnesota should be target for advertising. Since marketing usually occurs out of the local area, participants may not be fully aware of the activities of the Port Washington Tourism Council, Chamber of Commerce and Business Improvement District.

Planning
Participants were also concerned with what they perceived as a lack of vision for the downtown district. Many of the downtown improvements have been linked to the new businesses that have located there and buildings that have been constructed. Participants mentioned the growth potential for the downtown district due to the City's close proximity to an urban area, the City of Milwaukee. The City should not only react to the current growth, but plan for potential growth as well.

Summary
All four focus groups expressed genuine interest and concern in the downtown district. Although many participants offered their suggestions on how to improve the downtown, they also offered many comments on what is working well. Through evaluation (Appendix B), participants indicated that they appreciated an opportunity provide input on the downtown district. However, they want to continue to be involved in this process and hope that the focus groups would not be the end of their involvement.

With the recent additions in the downtown, buildings and stores, there is a growing sense that there is momentum in the downtown for making improvements. "It is appreciated that an effort is being made to make improvements in the downtown, in communication and marketability."

Appendix A

Numbers in parenthesis indicate the times the same comment was made.

Focus Group 1: Downtown Residents

Question 1- What do you like about downtown Port Washington? What is working well?

Compact Downtown District

- Historic district
- Interesting mix of buildings
- Historic revival- Luxembourgers coming to restore the lighthouse
- Commitment to stay- churches and banks
- Compact business district with good traffic flow and convenient parking
- Renovation of existing buildings for new tenants
- Individual entrepreneurship has led to new buildings, not city planning
- Holiday Inn coming to town and renovating
- Repaired steps to bluff
- Easy access to services and shops
- Restored outside of buildings as well as the history of the sites

Sense of Community

- Coffee shops (2)
- Library
- Festivals
- Farmers market
- Positive influence of Channel 4 camera
- More housing downtown
- Control of nasty bar
- Friendliness of the people

Marina

- Lakefront
- Water edge development
- Walkway along harbor
- The marina has proved to be a good thing

Miscellaneous

- Rotary Park (3)
- Concerts in the park (2)
- Clean
- Good Mix of shops/services

Question 2- What would you like to improve about downtown Port Washington?

Questions of Public/Private Areas
- Better access to Lake Michigan for the non-boater & non-fisherman
- Focus on the Lake
- The coal dock development needs to be taken very carefully & maybe slowly
- More access to high places

Business Diversity
- Mix of shops
- Ethnic dining- Thai & Indian food
- Fewer bars
- A plant shop
- More ice cream shops
- Bookstore

Pedestrian Friendliness
- Bump-outs to allow safe crossings
- Enhance pedestrian walks
- Trees downtown
- More pedestrian friendliness
- Kill swing street once and for all (in reference to one-way streets)
- Speed of traffic (in reference to fast speed)
- Not as busy streets

Signage
- Gateways for identity
- Need a downtown activity bulletin board- like Cedaburg's "what's going on this weekend"
- Need I-43 signage showing harbor and downtown- the City is undiscovered
- More historic signage

Public Infrastructure
- Shady areas downtown
- More green spaces with benches and trees
- Bike path enhanced
- Playground downtown
- More public art, statues and paintings
- Lighting that is not sodium and not glare
- Create central meeting place
- Waters edge gathering

Lack of Plan & Vision
- City government has been less than no help

- Would like a master plan where we see hope and vision for Port Washington 2010. "Where there is no vision, the people shall perish"

Marketing
- Need a tourism bureau that is a tourism bureau and visits and lobbies Chicago, Milwaukee, ect.
- Need a spokesperson who says/speaks for Port- like Cedarburg's Mayor Fischer
- Critical attitudes vs. positive attitudes

Safety
- Police are more concerned with teenage smoking than noise pollution- cars squealing tires
- Vandalism is a problem

Miscellaneous
  - Smell from Kleen Test Products
  - Clean up lakeshore and find a way to control obnoxious odors
  - Infill- paved "holes" with buildings

Focus Group 2: City Residents

Question 1- What do you like about downtown Port Washington? What is working well?

Lakefront / Marina
- Easy access to lakefront
- Proximity to waterfront
- Views of lakefront
- Beautiful, Approachable Lakefront- Easy to walk & park most of the time
- Nice lakefront & marina
- Boating & Fishing tourism (2)
- Lakefront walkway
- Lakefront gazebo
- Walkway along lakefront
- Marina- very relaxing to walk down there
- Walk out to the lighthouse and pier
- Beach to the North
- Upper park
- Rotary Park (8)

Compact Historic Downtown District
- Historic district
- Historic preservation, at least what is being done
- Size and scale of downtown
- Like that most shops are close together

- All my needs are within short walking distance
- Attractive Main Street
- Banking
- Library
- Post office
- St. Mary's is a good focal point
- The condos downtown fit well to the downtown landscape
- Several core family businesses
- Businesses moving in and cleaning up the buildings, but keeping the historic feel
- Businesses within walking distance from home

Good Restaurants
- Harry's
- Port Hotel
- Beanies
- New coffee shops
- Several nice restaurants and bars
- Good start to restaurants for a community this size, but geared to adults- new start-ups are trying

Sense of Community
- Safe atmosphere
- Clean and neat
- Small community feel
- Atmosphere- friendly town and people
- Overall appearance
- Small cozy friendly atmosphere
- Hometown feeling
- Friendly business owners
- Community feeling Saturday mornings at farmers market (3)

Miscellaneous
- Loss of coal pile-future parkway
- Bike Trail (2)
- Tourism- April-November
- Festivals- Fish Day
- Wide street
- Flow of traffic
- Appreciate that Sentry has been able to find someone to run our one and only supermarket (not downtown)

Question 2- What would you like to improve about downtown Port Washington?

Waterfront Issues

- Better beach access
- Routine clean-up of beach
- Beach is beautiful from afar, but close-up it is often dirty and weedy
- Improve the breakwater so that it is not uneven and treacherous
- Improve lakefront area with more recreational greenery
- Parks and walkways
- Lakefront Improvements
- Both access to the beaches
- Widen walk to lighthouse- wheelchair access maybe
- How wasted beach is dirty

Zoning / Planning

- Zoning- Grand Avenue some new businesses are ugly
- Zoning restrictions- remove or reface the blue-capped condos (2)
- Restore/recreate historic buildings and feel to downtown
- Improve building facades- Holiday Inn façade facing Main Street
- Avoid future structures that are too high and not charming or special
- Waterfront district development- East of Franklin Street
- Re-route auto traffic pattern
- Quality of street lighting (2)
- Need an architectural board that knows what looks and fits in the community
- Control building improvements to “fit” the historical ambience
- Create an overall atmosphere of heritage
- More pedestrian friendly main street- trees, benches, slower traffic
- Traffic moves too fast
- Signs for pedestrian crossings- lower and in street (like Cedarburg)
- Get rid of Sewer Plant and open up beachfront (2)
- More free parking
- Lack of off street parking
- Too many rentals- everything is a duplex
- Clean Test Smell

Youth Activities

- Things for kids to do
- Need to reach out to younger generation
- Need to bring families downtown more
- Recreation center for kids
- Friendlier businesses to youth
- Safer areas for youth

Improve Business Diversity / Quality Retail

- Bring more smaller shops like Beanies downtown
- Not enough retail
- Need more marina shops- good ones are there, but seem isolated

- More specialty shops and restaurants
- Improve on business that bring people down into town to spend more money than occasionally
- Fill vacant storefronts (property owners responsibility)- use artwork in windows
- Unique shopping and retail
- Shopping
- More destination spots
- Expanded store hours
- Incubator for affordable rent
- Longer store hours during holiday season
- Expanded banking hours- drive thru
- Expanded farmers market
- Outdoor lakefront dining
- Bagel shop
- Drug store (2)
- Shoe store (2)
- Grocery store like Sendik's (4)
- Bakeries (2)
- Ice Cream Parlor
- Brewery
- Clothing store
- Sporting good stores
- No more additional bars

Improve Sense of Community

- Need more community spirit
- Positive press on changes in downtown- communication issues
- Need more smiles
- Police
- Need community gathering areas

Improve Attractions

- Dinner cruise
- Lack of year-round activities/attractions in downtown area
- More quality concerts on the lake- attract diverse ages
- Need entertainment at night
- More focus on tourism and fishing tradition
- Maritime museum
- Outdoor amphitheater
- More outdoor movies

Miscellaneous

- There is not a 360-degree radius to draw customers from to use downtown businesses

Focus Group 3- Downtown Business & Property Owners

Question 1- What do you like about downtown Port Washington? What is working well?

Lakefront / Marina
- Rotary Park (2)
- Visitors love the setting on the lake
- Incorporation of the marina and downtown
- Intimate connection to its lake frontage
- Marina is usually full
- Improved harbor/marina (3)
- Harbor walk (2)
- Boating encourages tourism and charters
- Potential for improved public access through We Energies

Sense of Community
- Community is strong and appreciating
- Citizens are welcoming
- Friendliness of the business people
- Downtown has a friendly small town feeling
- Warm & homey
- Locals respect pedestrian traffic
- Welcoming businesses
- Downtown businesses patronize each other
- Customer loyalty
- Nice police and fire departments- good visibility in community

Compact Historic District
- Historic buildings (5)
- Clean (2)
- Charm of New England atmosphere
- Layout of downtown in relation to I-43 and the Lake- were a niche
- Pedestrian friendly (2)
- Lots of money being spent on upgrading buildings (3)
- No boarded up / dilapidated buildings

Types of Services
- Terrific restaurants
- Becoming know for a variety of eating establishments
- Change from Best Western to a Holiday Inn

Activities
- Fish Day
- Maritime Festival
- Farmers Market

Growth Potential
- Proximity to Milwaukee
- Relationship to Saukville
- Draws people from northern communities- from Port to Sheboygan

Miscellaneous
- Growing group of people looking for change
- Diversified population from young families to older
- Downtown has unlimited service and materials available
- Cost of living- affordable

Question 2- What would you like to improve about downtown Port Washington?

Public Infrastructure
- More tables and umbrellas for tourists to sit near marina
- More green space
- More public restrooms near marina (2)
- More trash cans
- Slow vehicle traffic / improve ability to cross the street (2)
- Street lighting (2)
- Need more parking (4)
- Take down parking meters

Civic Groups
- Cooperative relationship and communication between BID, Chamber, City and Tourism Council (3)
- Coordination of paid staff of BID, Chamber, Tourism and City
- Let civic groups know what you need
- Change direction of BID
- Who's job is it to attract businesses to City

Tourism
- Create more emphasis on harbor sailing overnight groups
- More emphasis on Illinois and Minnesota advertising
- Increase customer traffic
- Get everyday Port resident to shop downtown
- More festivals and year-round events that are multiple days that increase shopping, eating and overnight stays (4)
- Better even promotion (2)

- Improve branding- tacky fish shanty image

Marina / Lakefront Improvements
- City should offer better incentives for charter boats so that they fish here instead of Racine
- Figure out why charters and fishermen left- gasoline prices, hotel rates, bump in slips, management issues?
- Support Charter fishermen
- Need fishermen to police themselves. The marina walkway gets very bad
- Improve access to beaches

Current Businesses
- More uniform store hours (2)
- Shops need to be open earlier on the weekends for visitors
- More late night customer opportunities for shopping and entertainment (3)
- More retail stores
- More diversified businesses- Ansay, jewelers, frame shops (2)
- Improve customer friendliness
- Retailers should expand into office space
- More entertainment for ages 35+ (2)
- Challenge of proposed Walmart Supercenter

Miscellaneous
- More of a "if you win, I win" attitude
- Interurban/Rail traffic into Milwaukee
- Community Center like Cedarburg
- Shared water utilities / lower water taxes
- Aldermanic representatives- better cross-section better involved voters
- Teardown inappropriate buildings
- Loss of major employers in City- downtown customers
- Fill up upstairs of buildings with employees- customers
- Find Port activists- similar to Cedarburg Pape's & Mayor Fischer

Focus Group 4- Civic and Community Leaders

Question 1- What do you like about downtown Port Washington? What is working well?

Restaurants
- Several choices to eat that are not "Fast Food Restaurants"
- Great restaurants
- Being able to stop and get good coffee at several locations

Store Friendliness (one-on-one)

Retail Mix
- Family businesses owned and operated
- Mix of retail- good for tourists and locals
- Blend of businesses
- Great potential with combination of stores, restaurants, events, scenery and people- can only get better
- Away from rush of the franchise world

Pedestrian Scale
- Walkability / Staircases
- Able to walk and window shop
- Interurban Trail- could be better, but brings in lots of visitors
- Removed- separated from neighborhoods, but still connected to them

Rotary Park (3)
- Visitor magnet- large number out-of-town people and fisherman
- Fireworks on fish day and Independence day

Marina / Lake
- Marina and proximity to Lake Michigan (4)
- Lakefront view (2)
- Marina best in summer- lots of people near our business district

Appearance
- It's just so picturesque!
- Upkeep / neatness

History
- Historic "Firsts"
- Historic buildings
- Historical architecture
- Historical nature of downtown- buildings / design

Events
- Farmers' Market- another win for downtown, could be bigger (2)
- Maritime festival
- Tall ship visits- great promoter for Port's marina & businesses

Question 2- What would you like to improve about downtown Port Washington?

Parking Issues
- Parking- per tourism constituents limits should be at least as long as a meal
- More employee parking

Business Variety & Support

- Need wider variety of retail
- Specialty stores and variety
- Continue to focus on local & tourist attractibility both
- Community support for downtown & businesses
- More local people using downtown merchants

Pedestrian Friendliness
- Something (lights, narrow streets) to slow traffic
- Better pedestrian access / safety
- Wider sidewalks
- Hanging plants
- Benches
- Planters
- Bubblers
- Public Restrooms (3)
- Bike rack corrals

Indoor Year Round Attraction / Amenity
- We could use a location for indoor activities during inclement weather
- Some kind of cultural center / performing arts center / gym (see Hartford's multi-use center)
- Bringing more of our history into the public view- museum
- We need museum / educational facility
- Coal pile redevelopment- historical / cultural / educational center
- Year-round attractions

Maximize Non-Vehicular Resources
- Biking, boating, walking, golfing, marina
- Interurban Trail- kind of stops, dedicated trail turns to riding on streets. Limited options, but would be good to improve with bike lanes
- Maximize visibility of city to boaters, walking tours, pirates hallow park
- Survey transient boaters what they want/need in Port

Cooperative Atmosphere / Operating Hours
- Stop "misinformation" at its source
- Eliminate me vs. them mentality
- Continue to improve business co-operation (hours, promotions, events)
- Evening activities- disadvantage of mom & pop type stores is closing at 5 or 6 PM, can't just have taverns
- Maximize operating hours of visitor's center
- More uniformity for store hours

Community Character / Theme / Brand
- Continuation of storefront improvements (deleting the 50s look when possible)

- Improve / leverage of historic district- tie in with the light station (popular theme, lots of lighthouse enthusiasts)

Municipal Support / Business Training

- Continued City support for business start-ups
- Better identify grant / funding opportunities for beautification, event and cultural programs
- Training for business owners in downtown- creativity RC&D

Miscellaneous

- Beach- public access
- Improve perceived “anti-teenager” attitude (limit 2 students in a store at a time), add things for young people to do

Appendix B

Focus Group Evaluation

Questions:

1 Tonight's process was helpful in allowing me an equal opportunity to participate.

2 Overall, how would you rate my facilitation of tonight's process?

Group 1: Downtown Residents
(8 Participants / 7 responses)

Question 1- 4.2 (on a 5-point scale)
Question 2- 4.0

Comments:

- Well done- hope there are many more people/citizens interested
- Good to have group participation! Excellent forum
- Difficult to bring so many thoughts together
- Fine. Now Action

Group Two: City Residents
(25 Participants / 10 Responses)

Question 1- 4.1
Question 2- 4.0

Comments:

- Is this the end?
- Good opportunity to hear different peoples ideas and to learn about the process underway
- An opportunity to engineer a metamorphosis of great proportions
- Would like to have a wrap up of today's results. Some kind of summary and where we will do from here
- Keep them coming!

Group Three: Business / Property Owners
(17 Participants / 15 Responses)

Question 1- 4.3
Question 2- 4.5

Comments:

- Good at keeping groups on track and on time
- Paul & Mike did a great job of eliciting ideas and consensus of ideas
- It is appreciated that an effort is being made to make improvements in the downtown, in communication and marketability
- It's always good to get local businesses together and discuss common goals

- Seemed tentative, a little afraid to be a strong leader, at the same time easy to follow, not intimidating, pleasant
- Very helpful in organizing ideas
- Helpful to talk with people and see their ideas as well
- We did well trying to keep "on track." It's appreciated (regarding time)
- Validated everyone's feelings and listened

Group Four: Civic Leaders & Organizations
(7 Participants / 6 Responses)

Question 1- 4.7
Question 2- 4.7

Comments:
- Good job done- meeting was kept under control
- Great to hear broader input from others
- Thank you
- ☺

Evaluation Summary

Total Participants	57
Total Evaluations	38
Question 1	4.3
Question 2	4.3

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[i] Krueger, Richard A. Focus Groups: A Practical Guide for Applied Research. Second Edition. 1994
[ii] Planning Group= Traci Mead, Port Washington Business Improvement District; Randy Tetzlaff, City of Port Washington; representatives from the Taurean Group; and Paul Roback, UW-Extension Ozaukee County

Appendix E

ESRI BIS Retail MarketPlace Profile

Retail MarketPlace Profile

Prepared by The Taurean Group

		Latitude:	**43.3876**
		Longitude:	**-87.8693**
Site Type:	**Drive Time**	**Drive Time:**	**10 minutes**

Summary Demographics	
2003 Population	30,787
2003 Households	12,052
2003 Median Disposable Income	$41,199
2003 Per Capita Income	$27,599

Industry Summary	**Supply (Retail Sales)**	**Demand (Retail Potential)**	**Leakage/ Surplus**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$419,834,659	$372,477,190	-6.0	254
Total Retail Trade (NAICS 44-45)	$385,109,155	$316,526,789	-9.8	166
Total Food & Drink (NAICS 722)	$34,725,504	$55,950,401	23.4	88

	Supply (Retail Sales)	**Demand (Retail Potential)**	**Leakage/ Surplus**	**Number of Businesses**
NAICS 441: Motor Vehicle & Parts Dealers	$69,780,819	$76,203,195	4.4	15
NAICS 4411: Automobile Dealers	$61,281,116	$65,949,884	3.7	5
NAICS 4412: Other Motor Vehicle Dealers	$5,120,945	$6,460,286	11.6	4
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$3,378,758	$3,793,025	5.8	6
NAICS 442: Furniture & Home Furnishings Stores	$5,565,043	$8,221,013	19.3	5
NAICS 4421: Furniture Stores	$3,176,919	$5,306,842	25.1	2
NAICS 4422: Home Furnishings Stores	$2,388,124	$2,914,171	9.9	3
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$1,466,873	$12,402,185	78.8	7
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$17,327,521	$17,477,142	0.4	24
NAICS 4441: Building Material and Supplies Dealers	$15,554,398	$12,363,182	-11.4	14
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$1,773,123	$5,113,960	48.5	10
NAICS 445: Food & Beverage Stores	$93,629,452	$72,084,259	-13.0	18
NAICS 4451: Grocery Stores	$92,290,100	$67,420,233	-15.6	12
NAICS 4452: Specialty Food Stores	$1,339,352	$2,472,932	29.7	6
NAICS 4453: Beer, Wine, and Liquor Stores	$0	$2,191,094	100.0	0
NAICS 446/NAICS 4461: Health & Personal Care Stores	$17,108,632	$14,681,791	-7.6	12
NAICS 447/NAICS 4471: Gasoline Stations	$50,959,656	$31,799,756	-23.2	9
NAICS 448: Clothing and Clothing Accessories Stores	$8,944,627	$17,735,067	32.9	14
NAICS 4481: Clothing Stores	$5,719,549	$11,238,715	32.5	8
NAICS 4482: Shoe Stores	$2,006,516	$3,550,576	27.8	3
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$1,218,562	$2,945,776	41.5	3
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$8,171,570	$8,386,103	1.3	16
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$7,785,241	$6,067,907	-12.4	13
NAICS 4512: Book, Periodical, and Music Stores	$386,329	$2,318,196	71.4	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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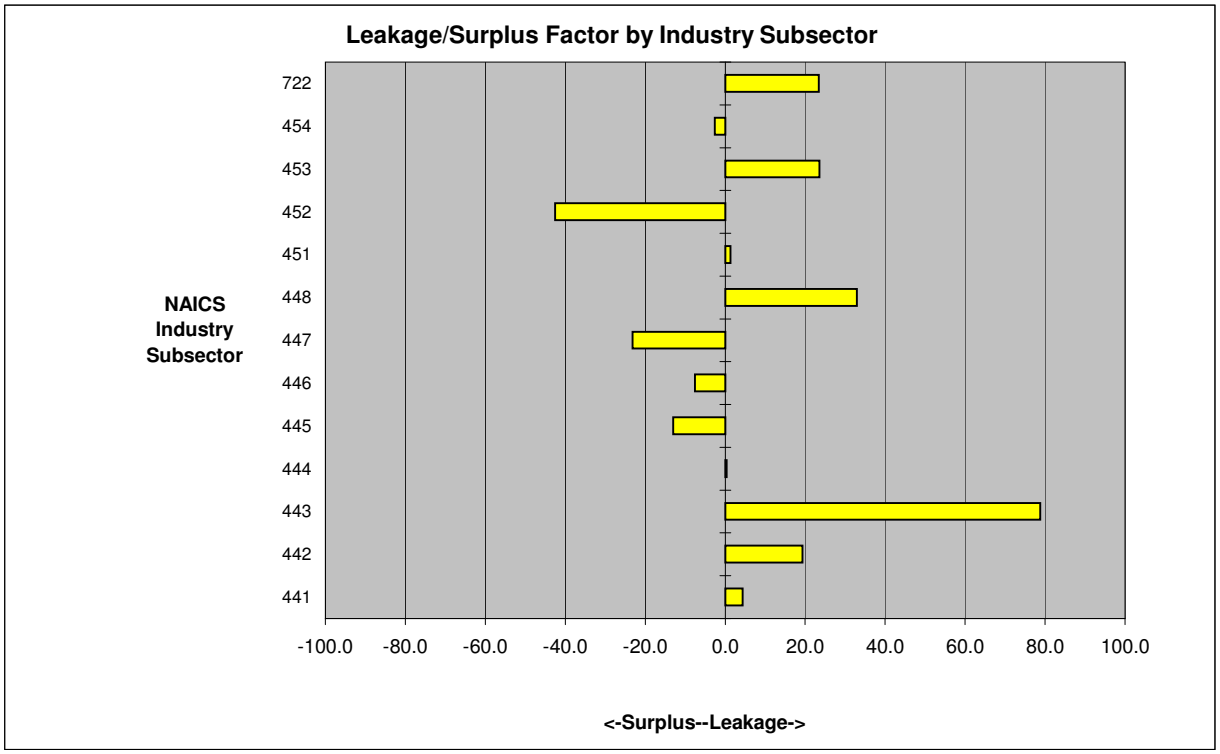
Retail MarketPlace Profile

Prepared by The Taurean Group

		Latitude:	**43.3876**
		Longitude:	**-87.8693**
Site Type:	**Drive Time**	**Drive Time:**	**10 minutes**

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$98,347,277	$39,660,060	-42.5	6
NAICS 4521: Department Stores (Excluding Leased Depts.)	$53,902,402	$24,423,609	-37.6	5
NAICS 4529: Other General Merchandise Stores	$44,444,875	$15,236,451	-48.9	1
NAICS 453: Miscellaneous Store Retailers	$7,114,830	$11,517,736	23.6	35
NAICS 4531: Florists	$675,095	$526,844	-12.3	5
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$1,698,946	$3,581,673	35.7	13
NAICS 4533: Used Merchandise Stores	$1,797,258	$2,216,823	10.5	6
NAICS 4539: Other Miscellaneous Store Retailers	$2,943,531	$5,192,396	27.6	11
NAICS 454: Nonstore Retailers	$6,692,855	$6,358,482	-2.6	5
NAICS 4541: Electronic Shopping and Mail-Order Houses	$4,644,175	$3,707,853	-11.2	1
NAICS 4542: Vending Machine Operators	$870,668	$1,105,463	11.9	2
NAICS 4543: Direct Selling Establishments	$1,178,012	$1,545,166	13.5	2
NAICS 722: Food Services & Drinking Places	$34,725,504	$55,950,401	23.4	88
NAICS 7221: Full-Service Restaurants	$2,527,575	$14,534,049	70.4	4
NAICS 7222: Limited-Service Eating Places	$27,677,093	$32,047,766	7.3	59
NAICS 7223: Special Food Services	$0	$6,054,661	100.0	0
NAICS 7224: Drinking Places (Alcoholic Beverages)	$4,520,836	$3,313,925	-15.4	25



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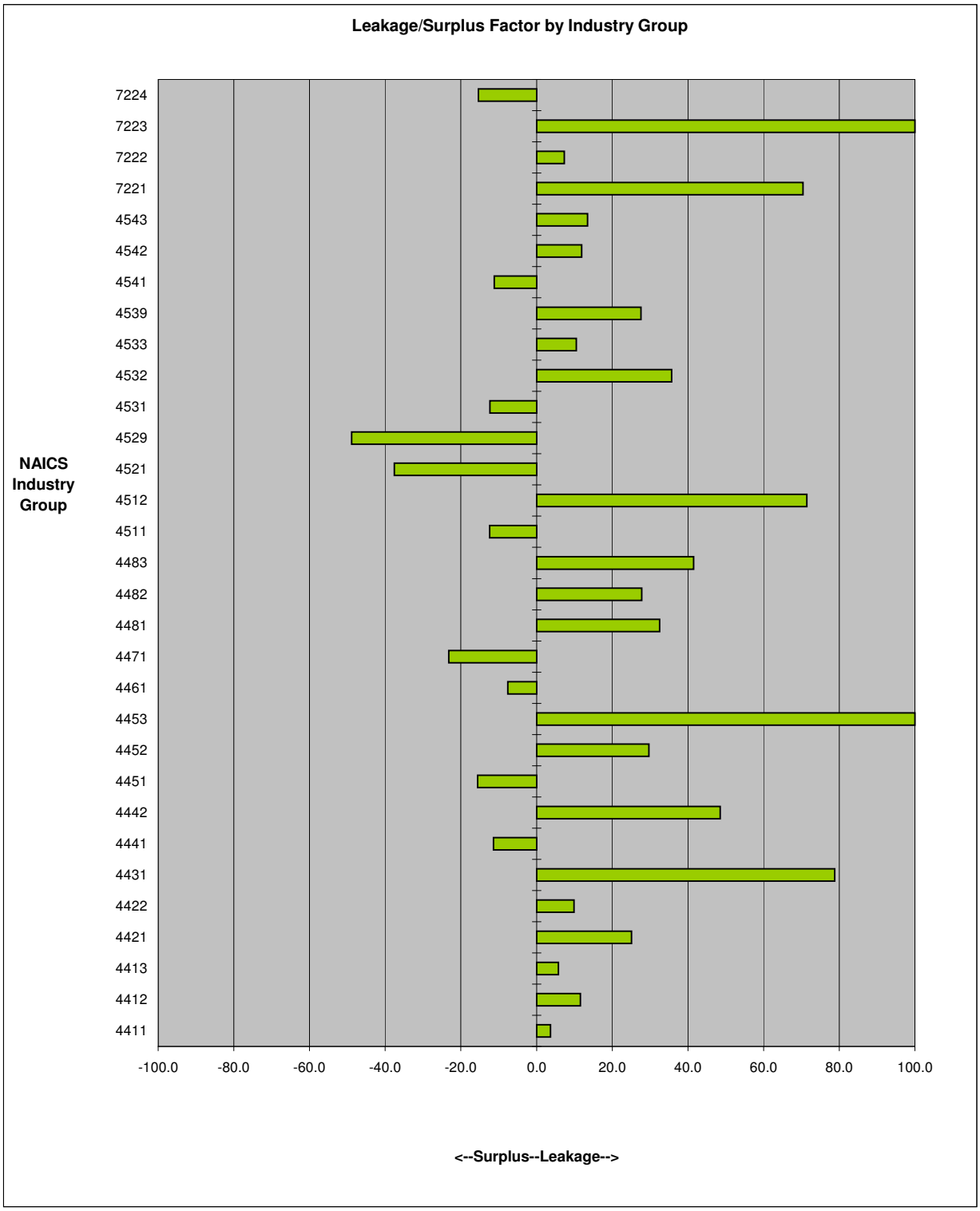

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Site Type:	**Drive Time**	**Drive Time:**	**20 minutes**

Summary Demographics	
2003 Population	105,320
2003 Households	40,185
2003 Median Disposable Income	$48,143
2003 Per Capita Income	$37,406

Industry Summary	**Supply (Retail Sales)**	**Demand (Retail Potential)**	**Leakage/ Surplus**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$1,113,493,802	$1,697,346,771	20.8	877
Total Retail Trade (NAICS 44-45)	$1,004,926,671	$1,437,406,491	17.7	660
Total Food & Drink (NAICS 722)	$108,567,131	$259,940,280	41.1	217

	Supply (Retail Sales)	**Demand (Retail Potential)**	**Leakage/ Surplus**	**Number of Businesses**
NAICS 441: Motor Vehicle & Parts Dealers	$211,758,801	$340,848,118	23.4	40
NAICS 4411: Automobile Dealers	$192,618,201	$294,651,669	20.9	17
NAICS 4412: Other Motor Vehicle Dealers	$12,599,779	$27,184,303	36.7	10
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$6,540,821	$19,012,146	48.8	13
NAICS 442: Furniture & Home Furnishings Stores	$23,981,306	$38,208,927	22.9	38
NAICS 4421: Furniture Stores	$11,257,799	$25,263,018	38.3	12
NAICS 4422: Home Furnishings Stores	$12,723,507	$12,945,909	0.9	26
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$35,904,316	$54,112,073	20.2	66
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$52,706,486	$77,850,052	19.3	78
NAICS 4441: Building Material and Supplies Dealers	$42,717,533	$55,398,879	12.9	50
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$9,988,953	$22,451,173	38.4	28
NAICS 445: Food & Beverage Stores	$249,874,364	$324,848,121	13.0	62
NAICS 4451: Grocery Stores	$233,018,339	$301,508,517	12.8	32
NAICS 4452: Specialty Food Stores	$8,799,625	$11,663,345	14.0	25
NAICS 4453: Beer, Wine, and Liquor Stores	$8,056,400	$11,676,259	18.3	5
NAICS 446/NAICS 4461: Health & Personal Care Stores	$75,524,517	$67,554,500	-5.6	41
NAICS 447/NAICS 4471: Gasoline Stations	$122,542,501	$138,987,646	6.3	22
NAICS 448: Clothing and Clothing Accessories Stores	$43,172,186	$77,014,117	28.2	77
NAICS 4481: Clothing Stores	$28,981,319	$48,827,527	25.5	45
NAICS 4482: Shoe Stores	$5,470,268	$15,425,741	47.6	7
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$8,720,599	$12,760,849	18.8	25
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$26,874,427	$37,025,249	15.9	60
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$22,440,741	$25,982,974	7.3	48
NAICS 4512: Book, Periodical, and Music Stores	$4,433,686	$11,042,275	42.7	12

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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Retail MarketPlace Profile

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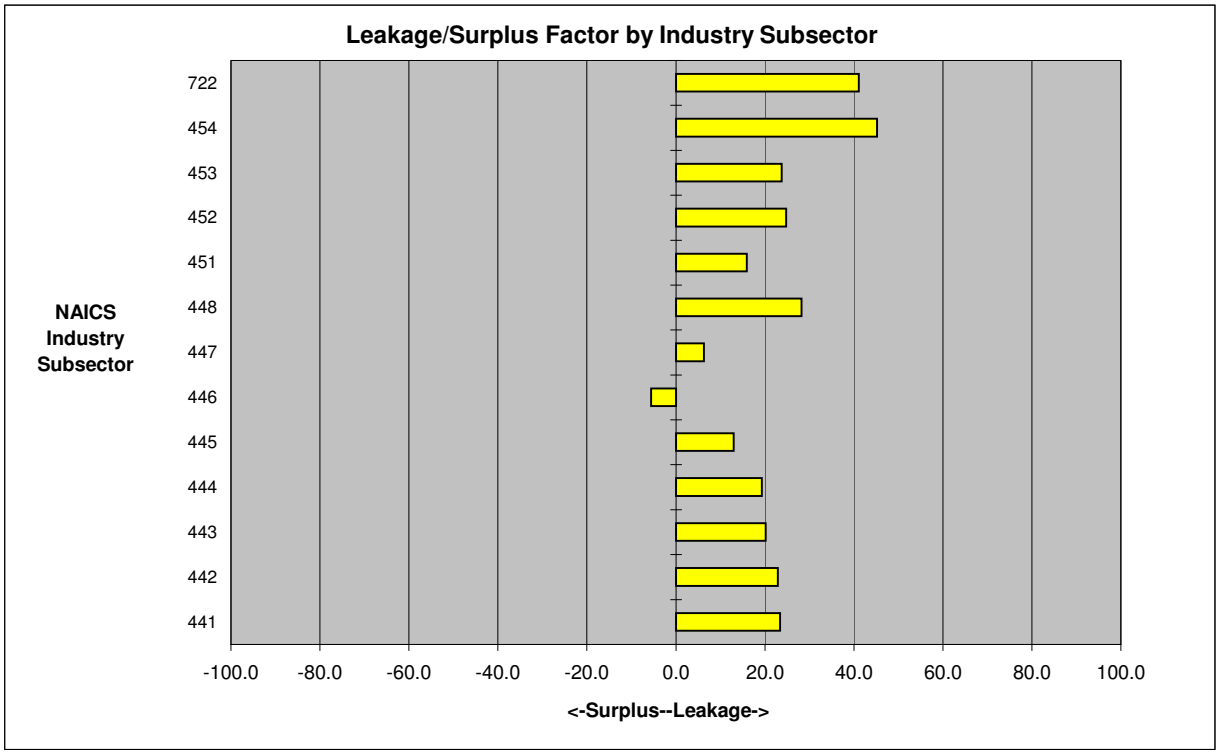
Site Type:	Drive Time	Latitude:	43.3876
		Longitude:	-87.8693
		Drive Time:	20 minutes

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$118,275,375	$196,109,390	24.8	9
NAICS 4521: Department Stores (Excluding Leased Depts.)	$56,969,331	$123,906,828	37.0	6
NAICS 4529: Other General Merchandise Stores	$61,306,044	$72,202,562	8.2	3
NAICS 453: Miscellaneous Store Retailers	$31,766,443	$51,609,526	23.8	155
NAICS 4531: Florists	$3,215,776	$2,714,391	-8.5	20
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$9,995,280	$15,913,349	22.8	60
NAICS 4533: Used Merchandise Stores	$4,954,195	$9,531,560	31.6	30
NAICS 4539: Other Miscellaneous Store Retailers	$13,601,192	$23,450,226	26.6	45
NAICS 454: Nonstore Retailers	$12,545,949	$33,238,772	45.2	12
NAICS 4541: Electronic Shopping and Mail-Order Houses	$7,249,243	$20,155,465	47.1	1
NAICS 4542: Vending Machine Operators	$2,345,235	$5,146,167	37.4	4
NAICS 4543: Direct Selling Establishments	$2,951,471	$7,937,140	45.8	7
NAICS 722: Food Services & Drinking Places	$108,567,131	$259,940,280	41.1	217
NAICS 7221: Full-Service Restaurants	$18,875,216	$78,857,053	61.4	7
NAICS 7222: Limited-Service Eating Places	$66,458,723	$136,443,397	34.5	150
NAICS 7223: Special Food Services	$13,942,491	$28,602,410	34.5	11
NAICS 7224: Drinking Places (Alcoholic Beverages)	$9,290,701	$16,037,420	26.6	49



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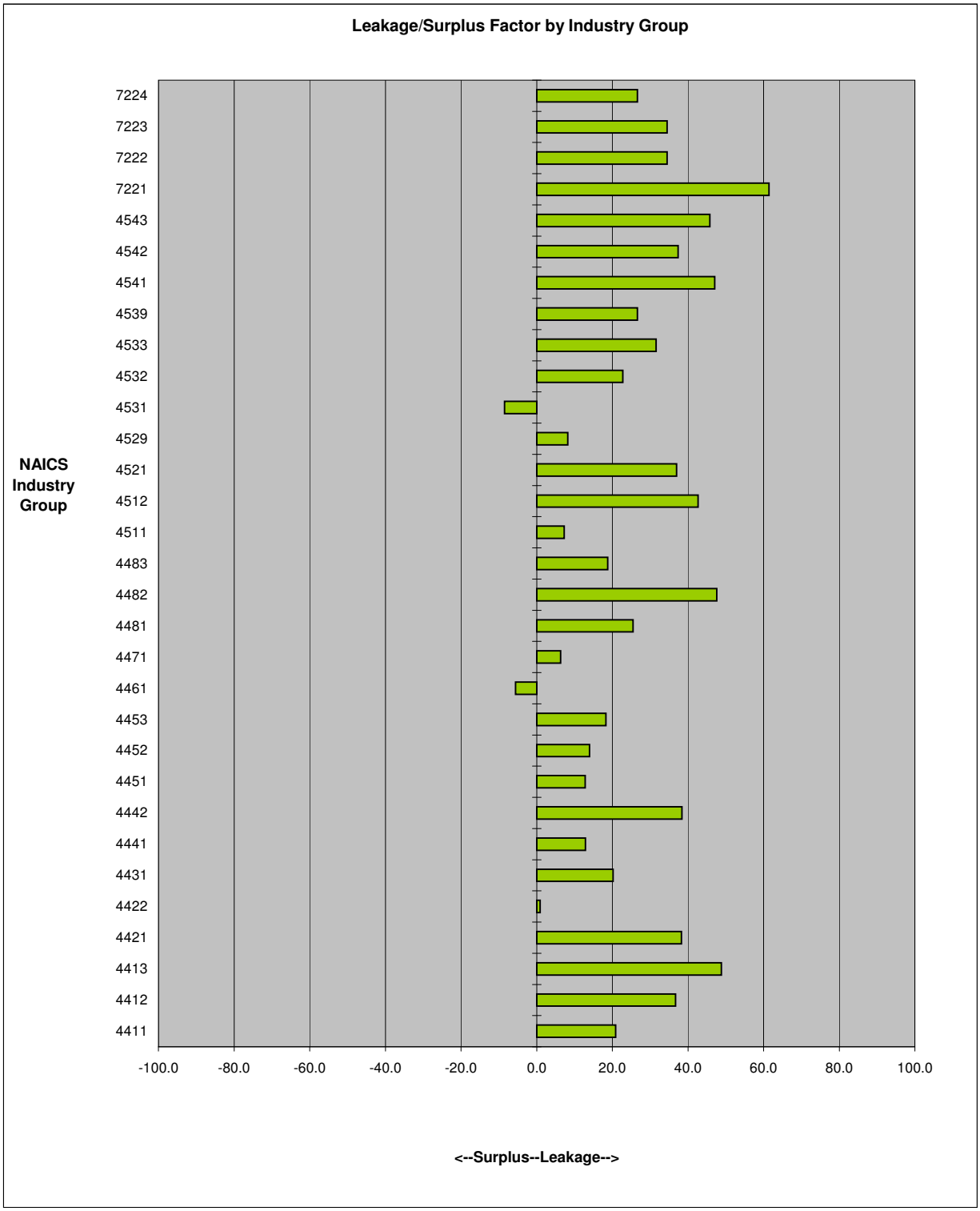

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		Longitude:	**-87.8693**
Site Type:	**Drive Time**	**Drive Time:**	**5 minutes**

Summary Demographics	
2003 Population	13,230
2003 Households	5,308
2003 Median Disposable Income	$40,115
2003 Per Capita Income	$27,208

Industry Summary	**Supply (Retail Sales)**	**Demand (Retail Potential)**	**Leakage/ Surplus**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$141,480,458	$157,899,090	5.5	117
Total Retail Trade (NAICS 44-45)	$122,244,475	$134,254,376	4.7	66
Total Food & Drink (NAICS 722)	$19,235,983	$23,644,714	10.3	51

	Supply (Retail Sales)	**Demand (Retail Potential)**	**Leakage/ Surplus**	**Number of Businesses**
NAICS 441: Motor Vehicle & Parts Dealers	$40,434,776	$32,526,680	-10.8	8
NAICS 4411: Automobile Dealers	$36,995,554	$28,160,769	-13.6	3
NAICS 4412: Other Motor Vehicle Dealers	$1,695,272	$2,750,201	23.7	2
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$1,743,950	$1,615,710	-3.8	3
NAICS 442: Furniture & Home Furnishings Stores	$1,696,166	$3,471,080	34.3	1
NAICS 4421: Furniture Stores	$1,696,166	$2,246,224	14.0	1
NAICS 4422: Home Furnishings Stores	$0	$1,224,856	100.0	0
NAICS 443/NAICS 4431: Electronics & Appliance Stores	$143,394	$5,252,724	94.7	1
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	$2,493,704	$7,292,599	49.0	9
NAICS 4441: Building Material and Supplies Dealers	$1,581,778	$5,149,654	53.0	5
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	$911,926	$2,142,945	40.3	4
NAICS 445: Food & Beverage Stores	$30,729,077	$30,599,820	-0.2	9
NAICS 4451: Grocery Stores	$29,457,835	$28,619,738	-1.4	4
NAICS 4452: Specialty Food Stores	$1,271,242	$1,049,791	-9.5	5
NAICS 4453: Beer, Wine, and Liquor Stores	$0	$930,291	100.0	0
NAICS 446/NAICS 4461: Health & Personal Care Stores	$8,220,510	$6,237,474	-13.7	4
NAICS 447/NAICS 4471: Gasoline Stations	$17,707,335	$13,540,726	-13.3	3
NAICS 448: Clothing and Clothing Accessories Stores	$2,279,871	$7,505,067	53.4	4
NAICS 4481: Clothing Stores	$1,154,478	$4,742,666	60.8	2
NAICS 4482: Shoe Stores	$0	$1,508,306	100.0	0
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$1,125,393	$1,254,095	5.4	2
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	$528,985	$3,553,228	74.1	3
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	$314,709	$2,562,952	78.1	2
NAICS 4512: Book, Periodical, and Music Stores	$214,276	$990,276	64.4	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). ESRI BIS uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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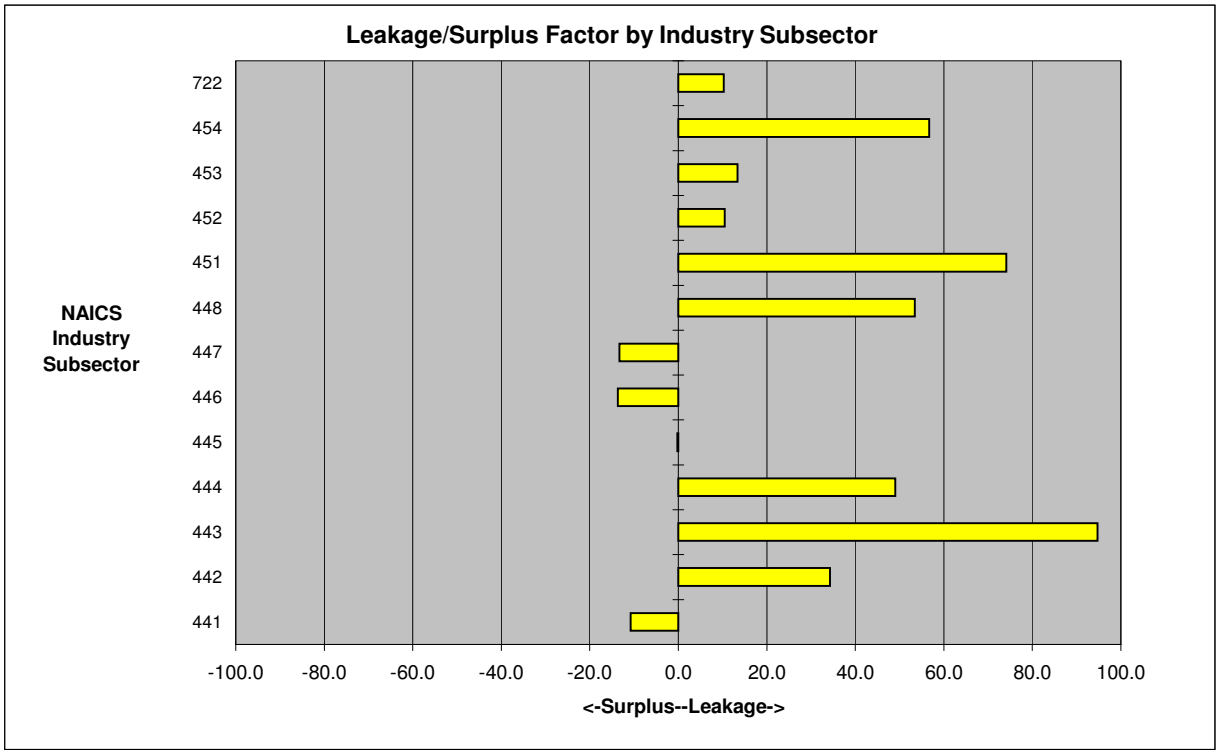
Site Type:	**Drive Time**	**Drive Time:**	**5 minutes**

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	$13,578,496	$16,770,612	10.5	1
NAICS 4521: Department Stores (Excluding Leased Depts.)	$13,578,496	$10,320,941	-13.6	1
NAICS 4529: Other General Merchandise Stores	$0	$6,449,671	100.0	0
NAICS 453: Miscellaneous Store Retailers	$3,699,275	$4,848,638	13.4	22
NAICS 4531: Florists	$213,188	$220,735	1.7	3
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$855,468	$1,503,345	27.5	8
NAICS 4533: Used Merchandise Stores	$1,371,967	$937,728	-18.8	3
NAICS 4539: Other Miscellaneous Store Retailers	$1,258,652	$2,186,830	26.9	8
NAICS 454: Nonstore Retailers	$732,886	$2,655,728	56.7	1
NAICS 4541: Electronic Shopping and Mail-Order Houses	$0	$1,543,543	100.0	0
NAICS 4542: Vending Machine Operators	$732,886	$468,946	-22.0	1
NAICS 4543: Direct Selling Establishments	$0	$643,239	100.0	0
NAICS 722: Food Services & Drinking Places	$19,235,983	$23,644,714	10.3	51
NAICS 7221: Full-Service Restaurants	$951,408	$6,121,016	73.1	2
NAICS 7222: Limited-Service Eating Places	$16,657,333	$13,570,571	-10.2	36
NAICS 7223: Special Food Services	$0	$2,557,799	100.0	0
NAICS 7224: Drinking Places (Alcoholic Beverages)	$1,627,242	$1,395,328	-7.7	13



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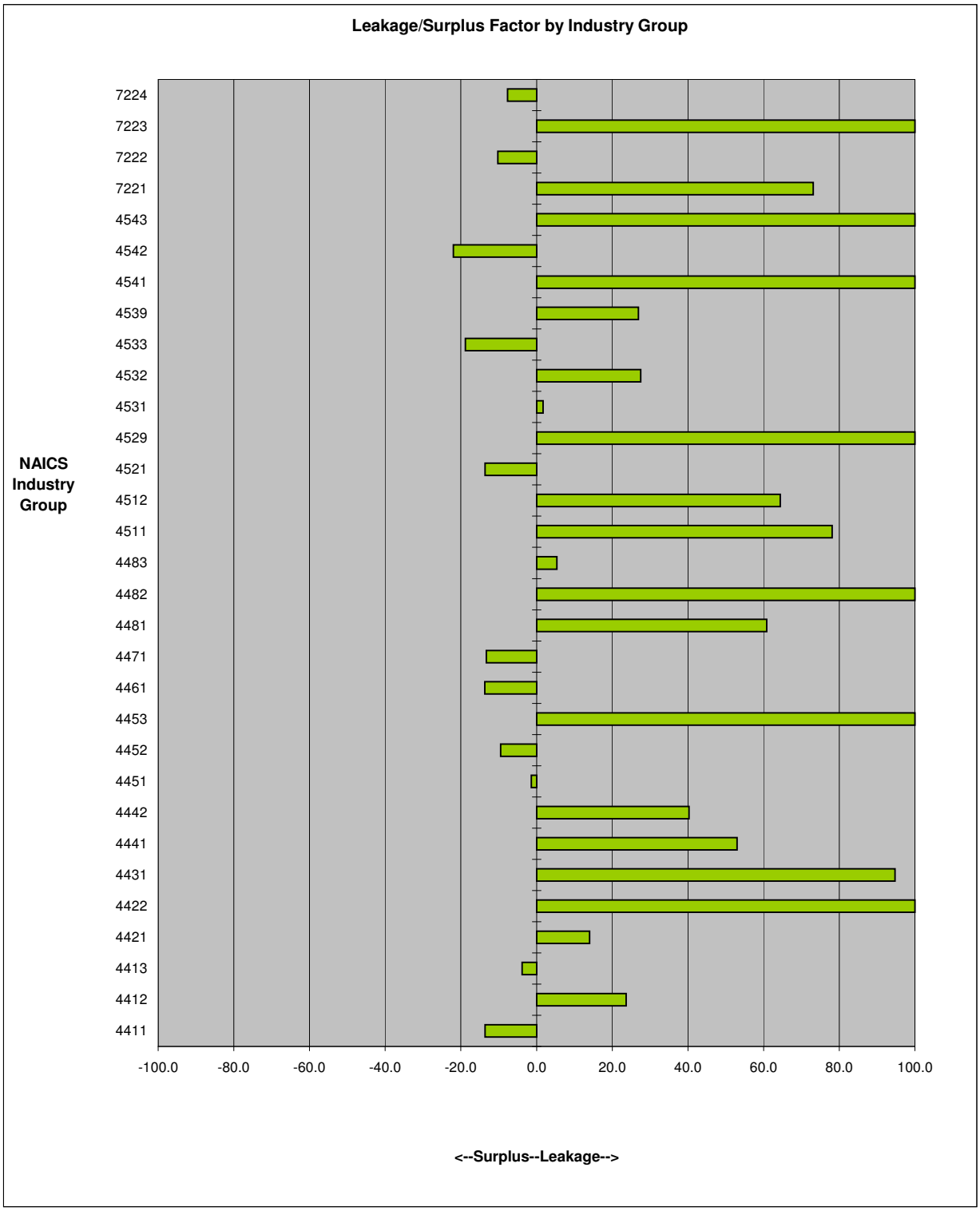

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Appendix F

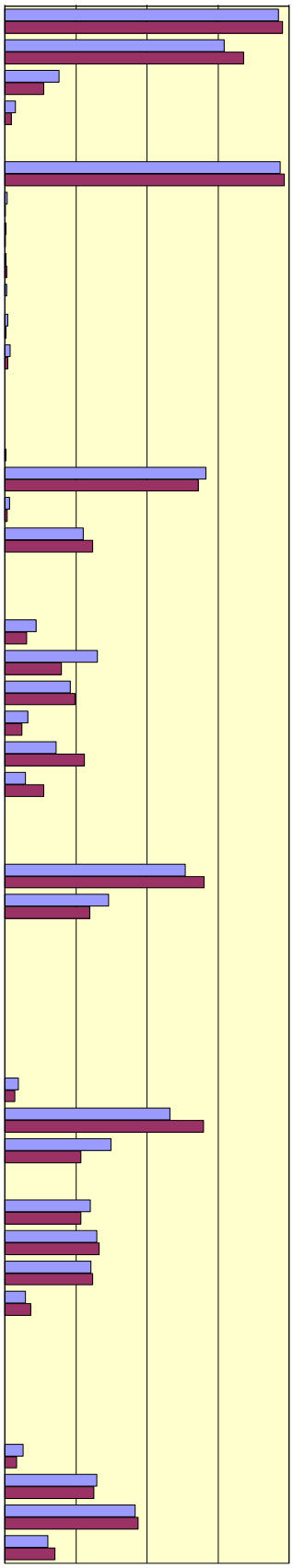
ScanUS (Community Comparison)

Demographics
Business Establishments
Average Household Expenditures

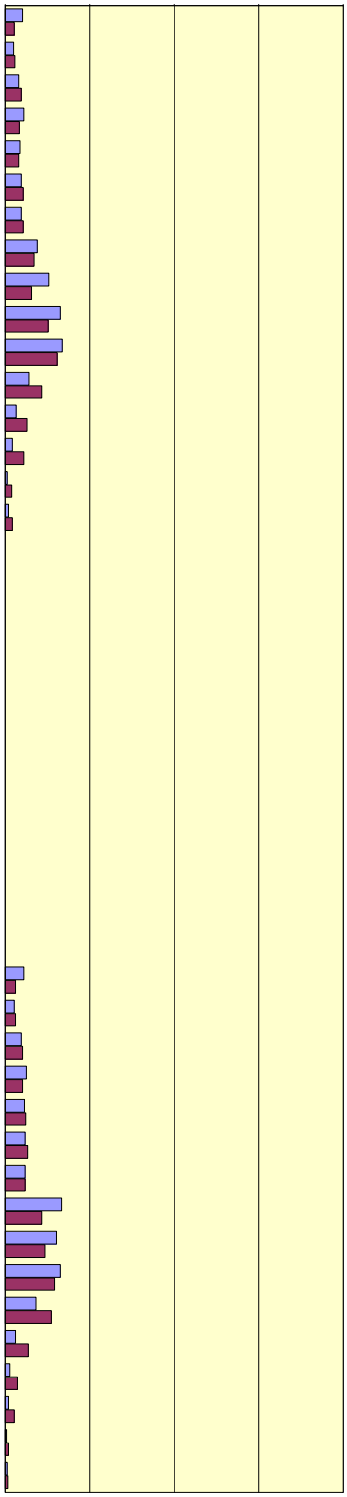
Benchmark Profile:
Demographic Comparison
2004

The Taurean Group, LLC

		Port Washington City		Cedarburg City	
Population		9,724		10,772	
In Households		9,367	96.3%	10,525	97.7%
In Families		7,508	77.2%	9,049	84.0%
In Non-family Households		1,859	19.1%	1,476	13.7%
In Group Quarters		357	3.7%	247	2.3%
Race:	White	9,419	96.9%	10,594	98.3%
	Black	73	0.8%	23	0.2%
	American Indian	33	0.3%	13	0.1%
	Asian/Pacific Islander	43	0.4%	78	0.7%
	Other Race	64	0.7%	11	0.1%
	Multiple Races	92	0.9%	53	0.5%
Hispanic Population		191	2.0%	102	0.9%
Labor Force: Pop, 16+ Years		7,764		8,401	
In Armed Forces		0	0.0%	27	0.3%
Employed		5,495	70.8%	5,713	68.0%
Unemployed		123	1.6%	63	0.7%
Not In Labor Force		2,146	27.6%	2,598	30.9%
Education: Pop, 25+ Years		6,416		7,370	
No HS Diploma		700	10.9%	573	7.8%
HS Graduate		2,092	32.6%	1,463	19.9%
College, No Degree		1,475	23.0%	1,814	24.6%
Associate Degree		516	8.0%	450	6.1%
College Degree		1,161	18.1%	2,066	28.0%
Graduate/Professional Degree		472	7.4%	1,004	13.6%
Households		4,078		4,354	
Families		2,587	63.4%	3,053	70.1%
Non-Families		1,491	36.6%	1,301	29.9%
Average Size:	Household	2.3		2.4	
	Family	2.9		3.0	
	Non-Family	1.2		1.1	
Total Housing Units		4,279		4,509	
	Vacant	201	4.7%	155	3.4%
	Owned	2,483	58.0%	3,150	69.9%
	Rented	1,595	37.3%	1,204	26.7%
Households by Persons:	1	1,227	30.1%	1,169	26.8%
	2	1,321	32.4%	1,442	33.1%
	3-4	1,235	30.3%	1,348	31.0%
	5+	295	7.2%	395	9.1%
Vehicles Available		7,137		7,927	
Average Vehicles/HH		1.8		1.8	
Vehicles Per Household:	0	260	6.4%	178	4.1%
	1	1,324	32.5%	1,364	31.3%
	2	1,873	45.9%	2,046	47.0%
	3+	621	15.2%	766	17.6%

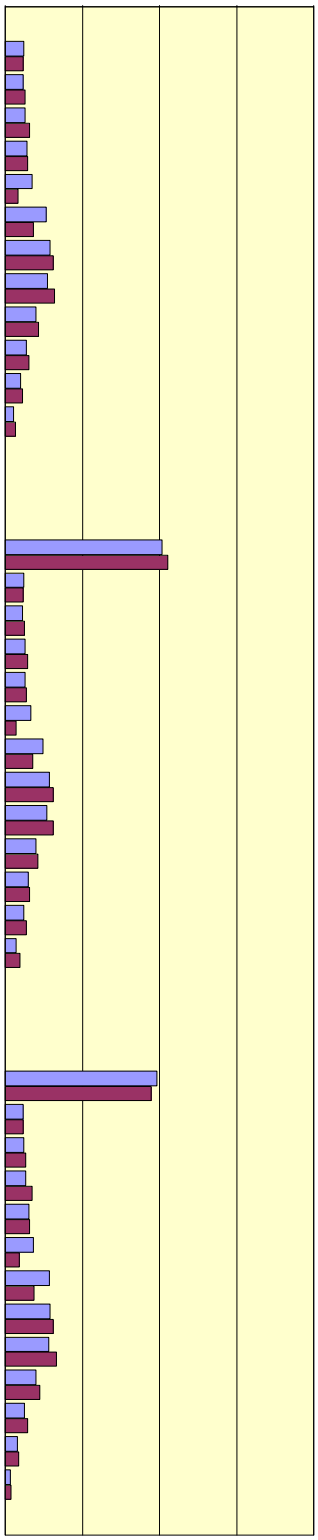


		Port Washington City		Cedarburg City	
Total Aggregate Income ($Mil)		$255.6		$316.6	
Per Capita Income		$26,287		$29,393	
Households By Income:	< $10,000	205	5.0%	116	2.7%
	$10,000 - $14,999	102	2.5%	123	2.8%
	$15,000 - $19,999	162	4.0%	203	4.7%
	$20,000 - $24,999	222	5.4%	178	4.1%
	$25,000 - $29,999	179	4.4%	175	4.0%
	$30,000 - $34,999	196	4.8%	230	5.3%
	$35,000 - $39,999	190	4.7%	233	5.4%
	$40,000 - $49,999	388	9.5%	373	8.6%
	$50,000 - $59,999	523	12.8%	342	7.9%
	$60,000 - $74,999	661	16.2%	553	12.7%
	$75,000 - $99,999	689	16.9%	666	15.3%
	$100,000 - $124,999	288	7.1%	470	10.8%
	$125,000 - $149,999	130	3.2%	278	6.4%
	$150,000 - $199,999	83	2.0%	242	5.6%
	$200,000 - $249,999	23	0.6%	81	1.9%
	$250,000+	37	0.9%	91	2.1%
Aggregate Income: ($Mil)	Household	$239.9		$316.6	
	Family	$180.5		$258.6	
	Non-Family	$59.4		$58.3	
Average Income:	Household	$58,822		$72,719	
	Family	$69,757		$84,711	
	Non-Family	$39,811		$44,774	
Median Income:	Household	$58,077		$64,960	
	Family	$66,841		$78,069	
	Non-Family	$38,469		$40,325	
Households By Disposable Income:	< $10,000	222	5.4%	130	3.0%
	$10,000 - $14,999	107	2.6%	128	2.9%
	$15,000 - $19,999	195	4.8%	223	5.1%
	$20,000 - $24,999	254	6.2%	223	5.1%
	$25,000 - $29,999	235	5.8%	262	6.0%
	$30,000 - $34,999	242	5.9%	289	6.6%
	$35,000 - $39,999	242	5.9%	256	5.9%
	$40,000 - $49,999	678	16.6%	472	10.8%
	$50,000 - $59,999	617	15.1%	513	11.8%
	$60,000 - $74,999	662	16.2%	631	14.5%
	$75,000 - $99,999	373	9.1%	590	13.6%
	$100,000 - $124,999	125	3.1%	296	6.8%
	$125,000 - $149,999	52	1.3%	154	3.5%
	$150,000 - $199,999	40	1.0%	114	2.6%
	$200,000 - $249,999	12	0.3%	38	0.9%
	$250,000+	22	0.5%	35	0.8%
Disposable Income:	Aggregate ($Mil)	$189.5		$242.2	
	Average	$46,471		$55,620	
	Median	$48,196		$53,443	



Benchmark Profile:
Demographic Comparison
2004

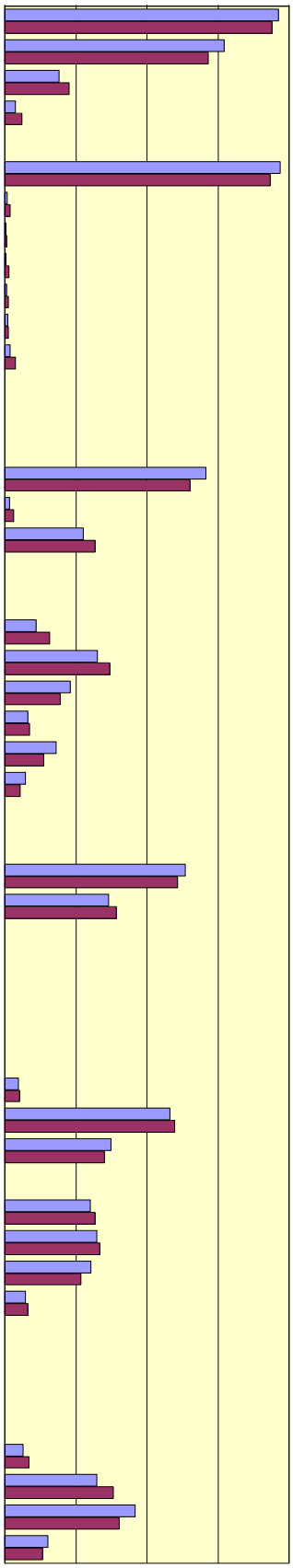
	Port Washington City		Cedarburg City	
Total Population	9,724		10,772	
< 5 Years	580	6.0%	629	5.8%
5 - 9 Years	564	5.8%	698	6.5%
10 - 14 Years	630	6.5%	850	7.9%
15 - 19 Years	690	7.1%	789	7.3%
20 - 24 Years	844	8.7%	436	4.0%
25 - 34 Years	1,293	13.3%	989	9.2%
35 - 44 Years	1,403	14.4%	1,682	15.6%
45 - 54 Years	1,341	13.8%	1,731	16.1%
55 - 64 Years	968	10.0%	1,172	10.9%
65 - 74 Years	665	6.8%	819	7.6%
75 - 84 Years	489	5.0%	611	5.7%
85+ Years	257	2.6%	366	3.4%
Median Age	37.8		41.3	
Population, Female	4,946	50.9%	5,666	52.6%
< 5 Years	300	6.1%	332	5.9%
5 - 9 Years	281	5.7%	355	6.3%
10 - 14 Years	316	6.4%	410	7.2%
15 - 19 Years	319	6.4%	391	6.9%
20 - 24 Years	406	8.2%	202	3.6%
25 - 34 Years	610	12.3%	511	9.0%
35 - 44 Years	707	14.3%	883	15.6%
45 - 54 Years	666	13.5%	881	15.5%
55 - 64 Years	496	10.0%	602	10.6%
65 - 74 Years	371	7.5%	444	7.8%
75 - 84 Years	299	6.0%	389	6.9%
85+ Years	175	3.5%	266	4.7%
Median Age	39.4		42.8	
Population, Male	4,778	49.1%	5,106	47.4%
< 5 Years	280	5.9%	297	5.8%
5 - 9 Years	283	5.9%	343	6.7%
10 - 14 Years	314	6.6%	440	8.6%
15 - 19 Years	371	7.8%	398	7.8%
20 - 24 Years	438	9.2%	234	4.6%
25 - 34 Years	683	14.3%	478	9.4%
35 - 44 Years	696	14.6%	799	15.6%
45 - 54 Years	675	14.1%	850	16.6%
55 - 64 Years	472	9.9%	570	11.2%
65 - 74 Years	294	6.2%	375	7.3%
75 - 84 Years	190	4.0%	222	4.3%
85+ Years	82	1.7%	100	2.0%
Median Age	36.0		39.8	



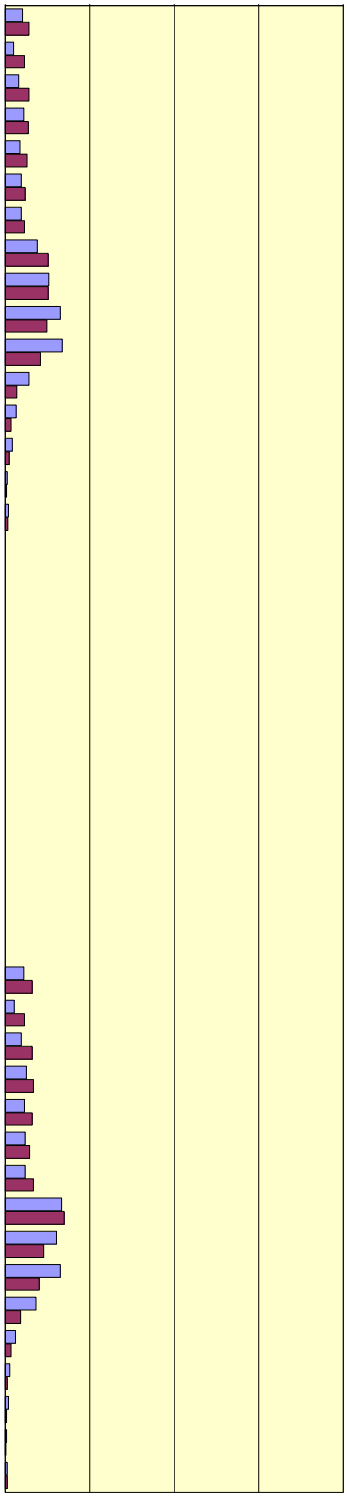
Benchmark Profile:
Demographic Comparison
2004

The Taurean Group, LLC

		Port Washington City		Fond du Lac City	
Population		9,724		40,913	
In Households		9,367	96.3%	38,461	94.0%
In Families		7,508	77.2%	29,247	71.5%
In Non-family Households		1,859	19.1%	9,214	22.5%
In Group Quarters		357	3.7%	2,452	6.0%
Race:	White	9,419	96.9%	38,232	93.4%
	Black	73	0.8%	803	2.0%
	American Indian	33	0.3%	220	0.5%
	Asian/Pacific Islander	43	0.4%	635	1.6%
	Other Race	64	0.7%	522	1.3%
	Multiple Races	92	0.9%	501	1.2%
Hispanic Population		191	2.0%	1,498	3.7%
Labor Force: Pop, 16+ Years		7,764		32,905	
In Armed Forces		0	0.0%	25	0.1%
Employed		5,495	70.8%	21,445	65.2%
Unemployed		123	1.6%	996	3.0%
Not In Labor Force		2,146	27.6%	10,439	31.7%
Education: Pop, 25+ Years		6,416		27,170	
No HS Diploma		700	10.9%	4,289	15.8%
HS Graduate		2,092	32.6%	10,028	36.9%
College, No Degree		1,475	23.0%	5,273	19.4%
Associate Degree		516	8.0%	2,378	8.8%
College Degree		1,161	18.1%	3,728	13.7%
Graduate/Professional Degree		472	7.4%	1,474	5.4%
Households		4,078		16,797	
Families		2,587	63.4%	10,219	60.8%
Non-Families		1,491	36.6%	6,578	39.2%
Average Size:	Household	2.3		2.3	
	Family	2.9		2.9	
	Non-Family	1.2		1.4	
Total Housing Units		4,279		17,729	
	Vacant	201	4.7%	932	5.3%
	Owned	2,483	58.0%	10,582	59.7%
	Rented	1,595	37.3%	6,215	35.1%
Households by Persons:	1	1,227	30.1%	5,339	31.8%
	2	1,321	32.4%	5,614	33.4%
	3-4	1,235	30.3%	4,493	26.7%
	5+	295	7.2%	1,351	8.0%
Vehicles Available		7,137		27,212	
Average Vehicles/HH		1.8		1.6	
Vehicles Per Household:	0	260	6.4%	1,426	8.5%
	1	1,324	32.5%	6,411	38.2%
	2	1,873	45.9%	6,746	40.2%
	3+	621	15.2%	2,214	13.2%

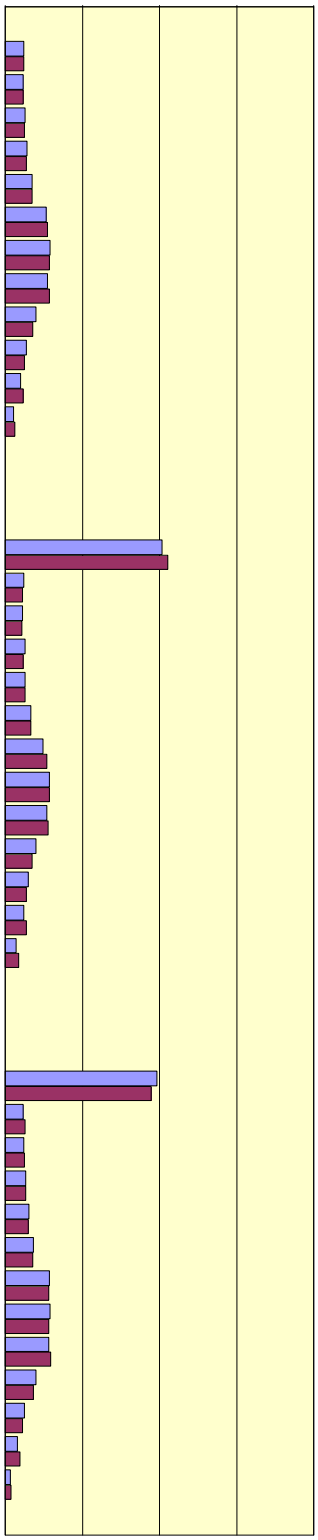


		Port Washington City		Fond du Lac City	
Total Aggregate Income ($Mil)		$255.6		$965.1	
Per Capita Income		$26,287		$23,589	
Households By Income:	< $10,000	205	5.0%	1,185	7.1%
	$10,000 - $14,999	102	2.5%	965	5.7%
	$15,000 - $19,999	162	4.0%	1,187	7.1%
	$20,000 - $24,999	222	5.4%	1,143	6.8%
	$25,000 - $29,999	179	4.4%	1,091	6.5%
	$30,000 - $34,999	196	4.8%	988	5.9%
	$35,000 - $39,999	190	4.7%	950	5.7%
	$40,000 - $49,999	388	9.5%	2,142	12.8%
	$50,000 - $59,999	523	12.8%	2,143	12.8%
	$60,000 - $74,999	661	16.2%	2,061	12.3%
	$75,000 - $99,999	689	16.9%	1,736	10.3%
	$100,000 - $124,999	288	7.1%	579	3.4%
	$125,000 - $149,999	130	3.2%	282	1.7%
	$150,000 - $199,999	83	2.0%	176	1.0%
	$200,000 - $249,999	23	0.6%	50	0.3%
	$250,000+	37	0.9%	119	0.7%
Aggregate Income: ($Mil)	Household	$239.9		$936.2	
	Family	$180.5		$705.8	
	Non-Family	$59.4		$230.5	
Average Income:	Household	$58,822		$55,738	
	Family	$69,757		$69,064	
	Non-Family	$39,811		$35,043	
Median Income:	Household	$58,077		$44,339	
	Family	$66,841		$54,556	
	Non-Family	$38,469		$28,816	
Households By Disposable Income:	< $10,000	222	5.4%	1,337	8.0%
	$10,000 - $14,999	107	2.6%	958	5.7%
	$15,000 - $19,999	195	4.8%	1,335	7.9%
	$20,000 - $24,999	254	6.2%	1,393	8.3%
	$25,000 - $29,999	235	5.8%	1,322	7.9%
	$30,000 - $34,999	242	5.9%	1,197	7.1%
	$35,000 - $39,999	242	5.9%	1,403	8.4%
	$40,000 - $49,999	678	16.6%	2,929	17.4%
	$50,000 - $59,999	617	15.1%	1,909	11.4%
	$60,000 - $74,999	662	16.2%	1,700	10.1%
	$75,000 - $99,999	373	9.1%	764	4.5%
	$100,000 - $124,999	125	3.1%	272	1.6%
	$125,000 - $149,999	52	1.3%	105	0.6%
	$150,000 - $199,999	40	1.0%	67	0.4%
	$200,000 - $249,999	12	0.3%	26	0.2%
	$250,000+	22	0.5%	80	0.5%
Disposable Income:	Aggregate ($Mil)	$189.5		$756.4	
	Average	$46,471		$45,034	
	Median	$48,196		$37,986	



Benchmark Profile:
Demographic Comparison
2004

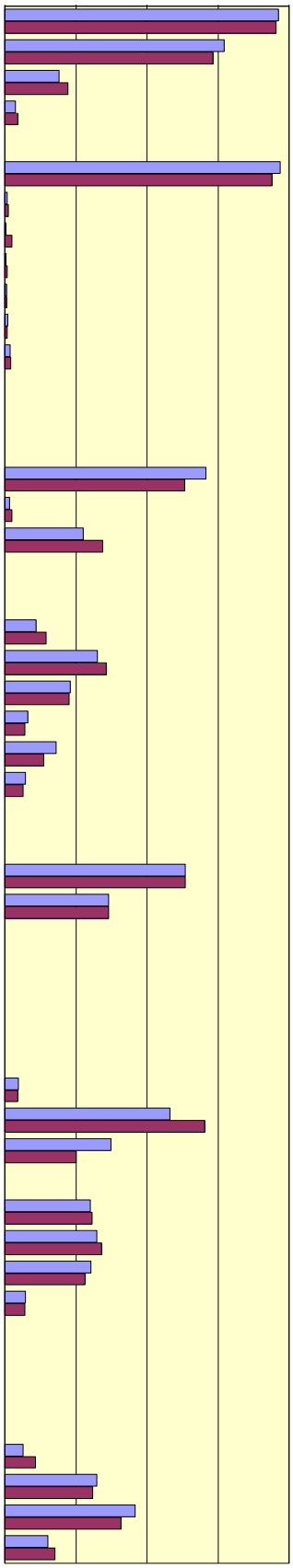
	Port Washington City		Fond du Lac City	
Total Population	9,724		40,913	
< 5 Years	580	6.0%	2,472	6.0%
5 - 9 Years	564	5.8%	2,355	5.8%
10 - 14 Years	630	6.5%	2,530	6.2%
15 - 19 Years	690	7.1%	2,833	6.9%
20 - 24 Years	844	8.7%	3,553	8.7%
25 - 34 Years	1,293	13.3%	5,629	13.8%
35 - 44 Years	1,403	14.4%	5,817	14.2%
45 - 54 Years	1,341	13.8%	5,830	14.2%
55 - 64 Years	968	10.0%	3,661	8.9%
65 - 74 Years	665	6.8%	2,562	6.3%
75 - 84 Years	489	5.0%	2,385	5.8%
85+ Years	257	2.6%	1,286	3.1%
Median Age	37.8		37.9	
Population, Female	4,946	50.9%	21,551	52.7%
< 5 Years	300	6.1%	1,214	5.6%
5 - 9 Years	281	5.7%	1,146	5.3%
10 - 14 Years	316	6.4%	1,248	5.8%
15 - 19 Years	319	6.4%	1,396	6.5%
20 - 24 Years	406	8.2%	1,809	8.4%
25 - 34 Years	610	12.3%	2,891	13.4%
35 - 44 Years	707	14.3%	3,087	14.3%
45 - 54 Years	666	13.5%	2,992	13.9%
55 - 64 Years	496	10.0%	1,899	8.8%
65 - 74 Years	371	7.5%	1,459	6.8%
75 - 84 Years	299	6.0%	1,479	6.9%
85+ Years	175	3.5%	931	4.3%
Median Age	39.4		39.8	
Population, Male	4,778	49.1%	19,362	47.3%
< 5 Years	280	5.9%	1,258	6.5%
5 - 9 Years	283	5.9%	1,209	6.2%
10 - 14 Years	314	6.6%	1,282	6.6%
15 - 19 Years	371	7.8%	1,437	7.4%
20 - 24 Years	438	9.2%	1,744	9.0%
25 - 34 Years	683	14.3%	2,738	14.1%
35 - 44 Years	696	14.6%	2,730	14.1%
45 - 54 Years	675	14.1%	2,838	14.7%
55 - 64 Years	472	9.9%	1,762	9.1%
65 - 74 Years	294	6.2%	1,103	5.7%
75 - 84 Years	190	4.0%	906	4.7%
85+ Years	82	1.7%	355	1.8%
Median Age	36.0		35.8	



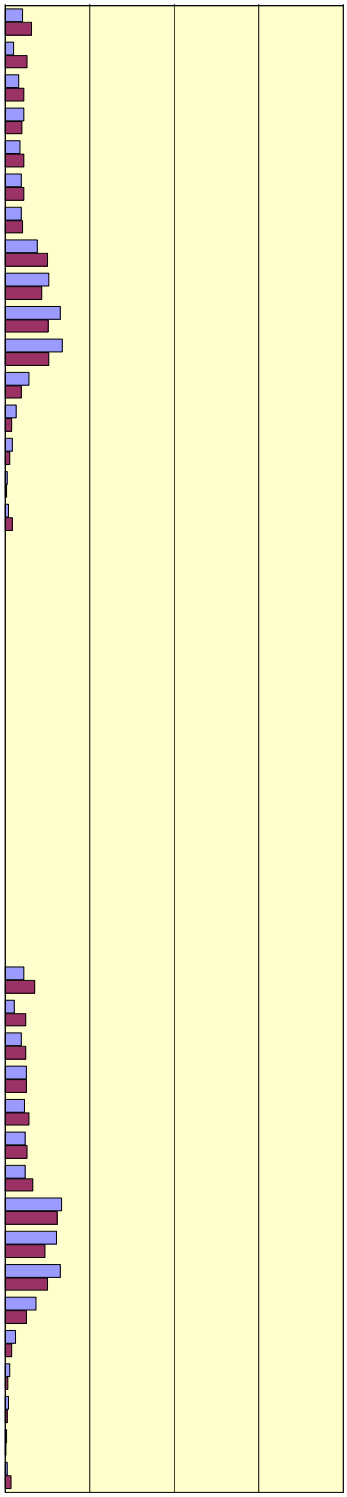
Benchmark Profile:
Demographic Comparison
2004

The Taurean Group, LLC

		Port Washington City		Redwing, MN	
Population		9,724		14,782	
In Households		9,367	96.3%	14,098	95.4%
In Families		7,508	77.2%	10,823	73.2%
In Non-family Households		1,859	19.1%	3,275	22.2%
In Group Quarters		357	3.7%	684	4.6%
Race:	White	9,419	96.9%	13,896	94.0%
	Black	73	0.8%	195	1.3%
	American Indian	33	0.3%	360	2.4%
	Asian/Pacific Islander	43	0.4%	125	0.8%
	Other Race	64	0.7%	86	0.6%
	Multiple Races	92	0.9%	120	0.8%
Hispanic Population		191	2.0%	320	2.2%
Labor Force: Pop, 16+ Years		7,764		12,011	
In Armed Forces		0	0.0%	0	0.0%
Employed		5,495	70.8%	7,592	63.2%
Unemployed		123	1.6%	293	2.4%
Not In Labor Force		2,146	27.6%	4,126	34.4%
Education: Pop, 25+ Years		6,416		9,974	
No HS Diploma		700	10.9%	1,439	14.4%
HS Graduate		2,092	32.6%	3,569	35.8%
College, No Degree		1,475	23.0%	2,262	22.7%
Associate Degree		516	8.0%	707	7.1%
College Degree		1,161	18.1%	1,363	13.7%
Graduate/Professional Degree		472	7.4%	634	6.4%
Households		4,078		6,022	
Families		2,587	63.4%	3,824	63.5%
Non-Families		1,491	36.6%	2,198	36.5%
Average Size:	Household	2.3		2.3	
	Family	2.9		2.8	
	Non-Family	1.2		1.5	
Total Housing Units		4,279		6,307	
	Vacant	201	4.7%	285	4.5%
	Owned	2,483	58.0%	4,435	70.3%
	Rented	1,595	37.3%	1,587	25.2%
Households by Persons:	1	1,227	30.1%	1,855	30.8%
	2	1,321	32.4%	2,043	33.9%
	3-4	1,235	30.3%	1,695	28.1%
	5+	295	7.2%	429	7.1%
Vehicles Available		7,137		10,390	
Average Vehicles/HH		1.8		1.7	
Vehicles Per Household:	0	260	6.4%	648	10.8%
	1	1,324	32.5%	1,858	30.9%
	2	1,873	45.9%	2,456	40.8%
	3+	621	15.2%	1,060	17.6%

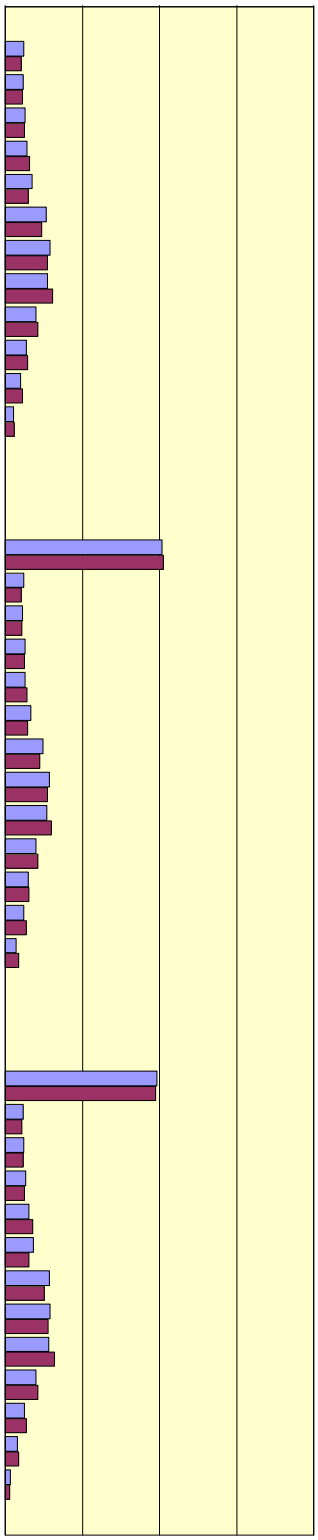


		Port Washington City		Redwing, MN	
Total Aggregate Income ($Mil)		$255.6		$413.4	
Per Capita Income		$26,287		$27,964	
Households By Income:	< $10,000	205	5.0%	466	7.7%
	$10,000 - $14,999	102	2.5%	384	6.4%
	$15,000 - $19,999	162	4.0%	329	5.5%
	$20,000 - $24,999	222	5.4%	295	4.9%
	$25,000 - $29,999	179	4.4%	332	5.5%
	$30,000 - $34,999	196	4.8%	330	5.5%
	$35,000 - $39,999	190	4.7%	312	5.2%
	$40,000 - $49,999	388	9.5%	752	12.5%
	$50,000 - $59,999	523	12.8%	650	10.8%
	$60,000 - $74,999	661	16.2%	759	12.6%
	$75,000 - $99,999	689	16.9%	777	12.9%
	$100,000 - $124,999	288	7.1%	288	4.8%
	$125,000 - $149,999	130	3.2%	117	1.9%
	$150,000 - $199,999	83	2.0%	82	1.4%
	$200,000 - $249,999	23	0.6%	27	0.4%
	$250,000+	37	0.9%	122	2.0%
Aggregate Income: ($Mil)	Household	$239.9		$403.5	
	Family	$180.5		$318.1	
	Non-Family	$59.4		$85.4	
Average Income:	Household	$58,822		$67,005	
	Family	$69,757		$83,177	
	Non-Family	$39,811		$38,851	
Median Income:	Household	$58,077		$47,484	
	Family	$66,841		$58,749	
	Non-Family	$38,469		$28,968	
Households By Disposable Income:	< $10,000	222	5.4%	523	8.7%
	$10,000 - $14,999	107	2.6%	369	6.1%
	$15,000 - $19,999	195	4.8%	365	6.1%
	$20,000 - $24,999	254	6.2%	377	6.3%
	$25,000 - $29,999	235	5.8%	423	7.0%
	$30,000 - $34,999	242	5.9%	391	6.5%
	$35,000 - $39,999	242	5.9%	496	8.2%
	$40,000 - $49,999	678	16.6%	928	15.4%
	$50,000 - $59,999	617	15.1%	709	11.8%
	$60,000 - $74,999	662	16.2%	748	12.4%
	$75,000 - $99,999	373	9.1%	378	6.3%
	$100,000 - $124,999	125	3.1%	116	1.9%
	$125,000 - $149,999	52	1.3%	47	0.8%
	$150,000 - $199,999	40	1.0%	35	0.6%
	$200,000 - $249,999	12	0.3%	12	0.2%
	$250,000+	22	0.5%	105	1.7%
Disposable Income:	Aggregate ($Mil)	$189.5		$322.9	
	Average	$46,471		$53,626	
	Median	$48,196		$40,343	



Benchmark Profile:
Demographic Comparison
2004

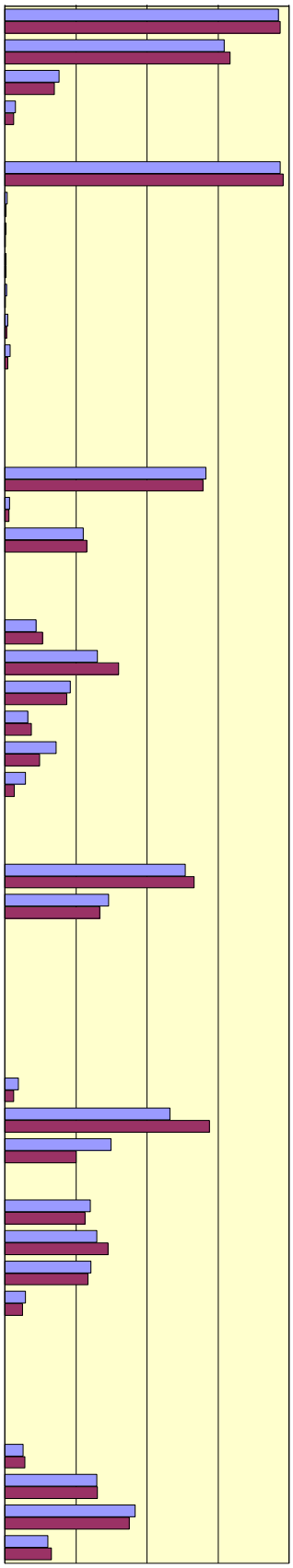
	Port Washington City		Redwing, MN	
Total Population	9,724		14,782	
< 5 Years	580	6.0%	782	5.3%
5 - 9 Years	564	5.8%	825	5.6%
10 - 14 Years	630	6.5%	922	6.2%
15 - 19 Years	690	7.1%	1,173	7.9%
20 - 24 Years	844	8.7%	1,106	7.5%
25 - 34 Years	1,293	13.3%	1,759	11.9%
35 - 44 Years	1,403	14.4%	2,039	13.8%
45 - 54 Years	1,341	13.8%	2,281	15.4%
55 - 64 Years	968	10.0%	1,556	10.5%
65 - 74 Years	665	6.8%	1,073	7.3%
75 - 84 Years	489	5.0%	827	5.6%
85+ Years	257	2.6%	439	3.0%
Median Age	37.8		39.7	
Population, Female	4,946	50.9%	7,581	51.3%
< 5 Years	300	6.1%	387	5.1%
5 - 9 Years	281	5.7%	403	5.3%
10 - 14 Years	316	6.4%	472	6.2%
15 - 19 Years	319	6.4%	529	7.0%
20 - 24 Years	406	8.2%	546	7.2%
25 - 34 Years	610	12.3%	851	11.2%
35 - 44 Years	707	14.3%	1,039	13.7%
45 - 54 Years	666	13.5%	1,133	14.9%
55 - 64 Years	496	10.0%	799	10.5%
65 - 74 Years	371	7.5%	583	7.7%
75 - 84 Years	299	6.0%	512	6.8%
85+ Years	175	3.5%	327	4.3%
Median Age	39.4		41.6	
Population, Male	4,778	49.1%	7,201	48.7%
< 5 Years	280	5.9%	395	5.5%
5 - 9 Years	283	5.9%	422	5.9%
10 - 14 Years	314	6.6%	450	6.2%
15 - 19 Years	371	7.8%	644	8.9%
20 - 24 Years	438	9.2%	560	7.8%
25 - 34 Years	683	14.3%	908	12.6%
35 - 44 Years	696	14.6%	1,000	13.9%
45 - 54 Years	675	14.1%	1,148	15.9%
55 - 64 Years	472	9.9%	757	10.5%
65 - 74 Years	294	6.2%	490	6.8%
75 - 84 Years	190	4.0%	315	4.4%
85+ Years	82	1.7%	112	1.6%
Median Age	36.0		37.8	



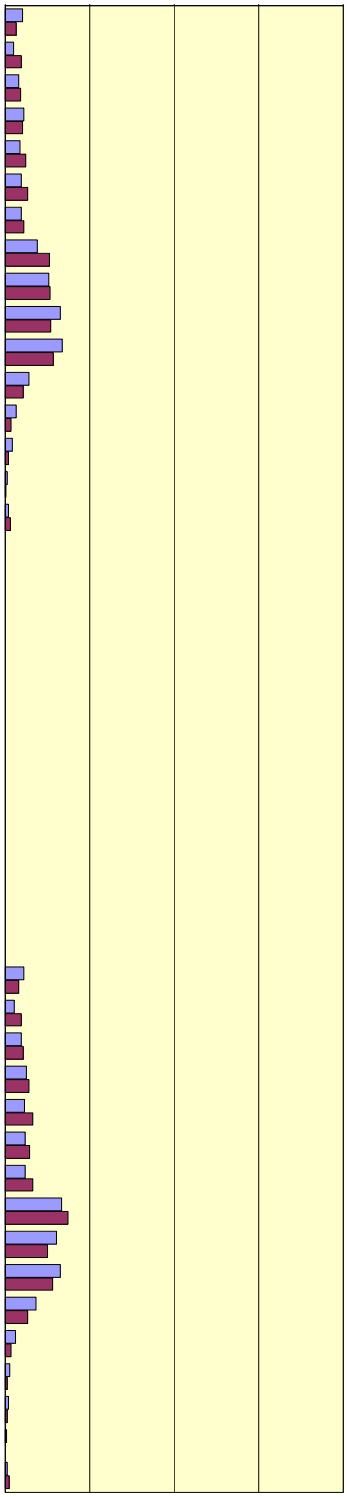
Benchmark Profile:
Demographic Comparison
2004

The Taurean Group, LLC

		Port Washington City		Sheboygan Falls City	
Population		9,724		6,821	
In Households		9,367	96.3%	6,604	96.8%
In Families		7,508	77.2%	5,410	79.3%
In Non-family Households		1,859	19.1%	1,194	17.5%
In Group Quarters		357	3.7%	217	3.2%
Race:	White	9,419	96.9%	6,685	98.0%
	Black	73	0.8%	24	0.4%
	American Indian	33	0.3%	21	0.3%
	Asian/Pacific Islander	43	0.4%	22	0.3%
	Other Race	64	0.7%	20	0.3%
	Multiple Races	92	0.9%	49	0.7%
Hispanic Population		191	2.0%	72	1.1%
Labor Force: Pop, 16+ Years		7,764		5,537	
In Armed Forces		0	0.0%	0	0.0%
Employed		5,495	70.8%	3,863	69.8%
Unemployed		123	1.6%	81	1.5%
Not In Labor Force		2,146	27.6%	1,593	28.8%
Education: Pop, 25+ Years		6,416		4,770	
No HS Diploma		700	10.9%	637	13.4%
HS Graduate		2,092	32.6%	1,910	40.0%
College, No Degree		1,475	23.0%	1,040	21.8%
Associate Degree		516	8.0%	447	9.4%
College Degree		1,161	18.1%	582	12.2%
Graduate/Professional Degree		472	7.4%	154	3.2%
Households		4,078		2,897	
Families		2,587	63.4%	1,927	66.5%
Non-Families		1,491	36.6%	970	33.5%
Average Size:	Household	2.3		2.3	
	Family	2.9		2.8	
	Non-Family	1.2		1.2	
Total Housing Units		4,279		2,987	
	Vacant	201	4.7%	90	3.0%
	Owned	2,483	58.0%	2,150	72.0%
	Rented	1,595	37.3%	747	25.0%
Households by Persons:	1	1,227	30.1%	820	28.3%
	2	1,321	32.4%	1,053	36.3%
	3-4	1,235	30.3%	845	29.2%
	5+	295	7.2%	179	6.2%
Vehicles Available		7,137		5,087	
Average Vehicles/HH		1.8		1.8	
Vehicles Per Household:	0	260	6.4%	205	7.1%
	1	1,324	32.5%	944	32.6%
	2	1,873	45.9%	1,271	43.9%
	3+	621	15.2%	477	16.5%

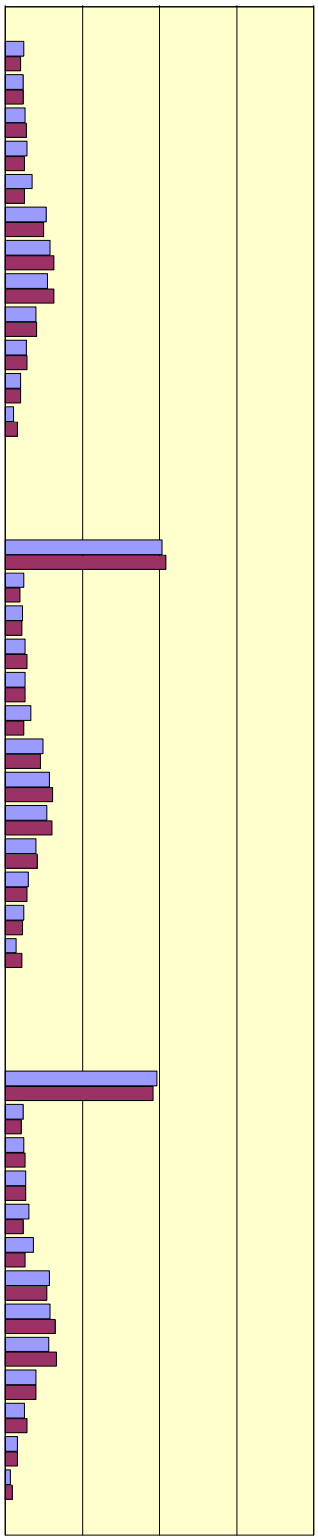


		Port Washington City		Sheboygan Falls City	
Total Aggregate Income ($Mil)		$255.6		$193.2	
Per Capita Income		$26,287		$28,322	
Households By Income:	< $10,000	205	5.0%	95	3.3%
	$10,000 - $14,999	102	2.5%	137	4.7%
	$15,000 - $19,999	162	4.0%	133	4.6%
	$20,000 - $24,999	222	5.4%	148	5.1%
	$25,000 - $29,999	179	4.4%	178	6.1%
	$30,000 - $34,999	196	4.8%	191	6.6%
	$35,000 - $39,999	190	4.7%	160	5.5%
	$40,000 - $49,999	388	9.5%	381	13.2%
	$50,000 - $59,999	523	12.8%	383	13.2%
	$60,000 - $74,999	661	16.2%	392	13.5%
	$75,000 - $99,999	689	16.9%	414	14.3%
	$100,000 - $124,999	288	7.1%	156	5.4%
	$125,000 - $149,999	130	3.2%	52	1.8%
	$150,000 - $199,999	83	2.0%	26	0.9%
	$200,000 - $249,999	23	0.6%	7	0.2%
	$250,000+	37	0.9%	44	1.5%
Aggregate Income: ($Mil)	Household	$239.9		$188.0	
	Family	$180.5		$148.7	
	Non-Family	$59.4		$39.3	
Average Income:	Household	$58,822		$64,892	
	Family	$69,757		$77,189	
	Non-Family	$39,811		$40,555	
Median Income:	Household	$58,077		$50,406	
	Family	$66,841		$57,306	
	Non-Family	$38,469		$34,653	
Households By Disposable Income:	< $10,000	222	5.4%	116	4.0%
	$10,000 - $14,999	107	2.6%	137	4.7%
	$15,000 - $19,999	195	4.8%	156	5.4%
	$20,000 - $24,999	254	6.2%	201	6.9%
	$25,000 - $29,999	235	5.8%	235	8.1%
	$30,000 - $34,999	242	5.9%	206	7.1%
	$35,000 - $39,999	242	5.9%	235	8.1%
	$40,000 - $49,999	678	16.6%	537	18.5%
	$50,000 - $59,999	617	15.1%	361	12.5%
	$60,000 - $74,999	662	16.2%	404	13.9%
	$75,000 - $99,999	373	9.1%	191	6.6%
	$100,000 - $124,999	125	3.1%	51	1.8%
	$125,000 - $149,999	52	1.3%	18	0.6%
	$150,000 - $199,999	40	1.0%	14	0.5%
	$200,000 - $249,999	12	0.3%	0	0.0%
	$250,000+	22	0.5%	35	1.2%
Disposable Income:	Aggregate ($Mil)	$189.5		$153.3	
	Average	$46,471		$52,933	
	Median	$48,196		$42,557	



Benchmark Profile:
Demographic Comparison
2004

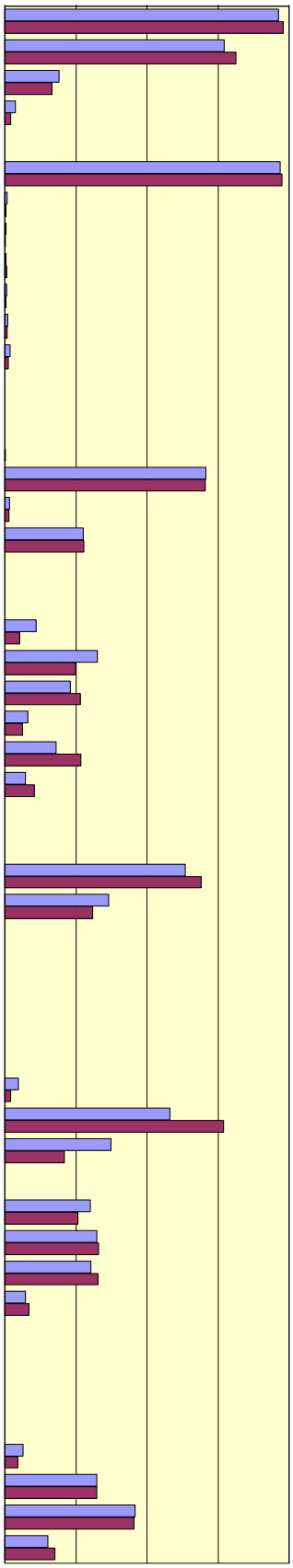
	Port Washington City		Sheboygan Falls City	
Total Population	9,724		6,821	
< 5 Years	580	6.0%	339	5.0%
5 - 9 Years	564	5.8%	400	5.9%
10 - 14 Years	630	6.5%	465	6.8%
15 - 19 Years	690	7.1%	423	6.2%
20 - 24 Years	844	8.7%	424	6.2%
25 - 34 Years	1,293	13.3%	845	12.4%
35 - 44 Years	1,403	14.4%	1,075	15.8%
45 - 54 Years	1,341	13.8%	1,076	15.8%
55 - 64 Years	968	10.0%	693	10.2%
65 - 74 Years	665	6.8%	486	7.1%
75 - 84 Years	489	5.0%	333	4.9%
85+ Years	257	2.6%	262	3.8%
Median Age	37.8		40.6	
Population, Female	4,946	50.9%	3,545	52.0%
< 5 Years	300	6.1%	167	4.7%
5 - 9 Years	281	5.7%	191	5.4%
10 - 14 Years	316	6.4%	248	7.0%
15 - 19 Years	319	6.4%	230	6.5%
20 - 24 Years	406	8.2%	216	6.1%
25 - 34 Years	610	12.3%	406	11.5%
35 - 44 Years	707	14.3%	543	15.3%
45 - 54 Years	666	13.5%	535	15.1%
55 - 64 Years	496	10.0%	366	10.3%
65 - 74 Years	371	7.5%	252	7.1%
75 - 84 Years	299	6.0%	202	5.7%
85+ Years	175	3.5%	189	5.3%
Median Age	39.4		42.3	
Population, Male	4,778	49.1%	3,276	48.0%
< 5 Years	280	5.9%	172	5.3%
5 - 9 Years	283	5.9%	209	6.4%
10 - 14 Years	314	6.6%	217	6.6%
15 - 19 Years	371	7.8%	193	5.9%
20 - 24 Years	438	9.2%	208	6.3%
25 - 34 Years	683	14.3%	439	13.4%
35 - 44 Years	696	14.6%	532	16.2%
45 - 54 Years	675	14.1%	541	16.5%
55 - 64 Years	472	9.9%	327	10.0%
65 - 74 Years	294	6.2%	234	7.1%
75 - 84 Years	190	4.0%	131	4.0%
85+ Years	82	1.7%	73	2.2%
Median Age	36.0		39.1	



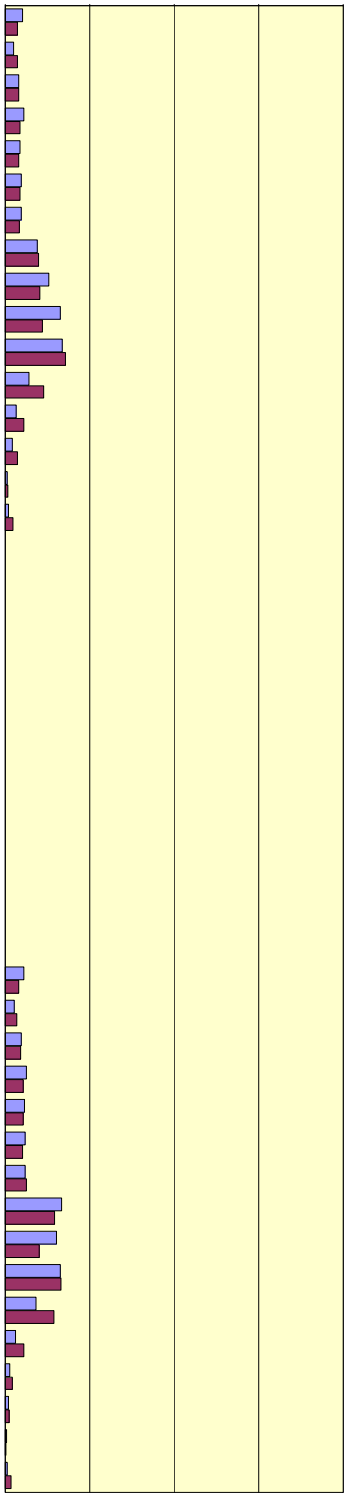
Benchmark Profile:
Demographic Comparison
2004

The Taurean Group, LLC

		Port Washington City		Stillwater, MN	
Population		9,724		16,609	
In Households		9,367	96.3%	16,274	98.0%
In Families		7,508	77.2%	13,523	81.4%
In Non-family Households		1,859	19.1%	2,751	16.6%
In Group Quarters		357	3.7%	335	2.0%
Race:	White	9,419	96.9%	16,181	97.4%
	Black	73	0.8%	55	0.3%
	American Indian	33	0.3%	45	0.3%
	Asian/Pacific Islander	43	0.4%	109	0.7%
	Other Race	64	0.7%	66	0.4%
	Multiple Races	92	0.9%	153	0.9%
Hispanic Population		191	2.0%	194	1.2%
Labor Force: Pop, 16+ Years		7,764		13,056	
In Armed Forces		0	0.0%	15	0.1%
Employed		5,495	70.8%	9,219	70.6%
Unemployed		123	1.6%	183	1.4%
Not In Labor Force		2,146	27.6%	3,639	27.9%
Education: Pop, 25+ Years		6,416		11,094	
No HS Diploma		700	10.9%	570	5.1%
HS Graduate		2,092	32.6%	2,761	24.9%
College, No Degree		1,475	23.0%	2,952	26.6%
Associate Degree		516	8.0%	686	6.2%
College Degree		1,161	18.1%	2,969	26.8%
Graduate/Professional Degree		472	7.4%	1,156	10.4%
Households		4,078		6,650	
Families		2,587	63.4%	4,601	69.2%
Non-Families		1,491	36.6%	2,049	30.8%
Average Size:	Household	2.3		2.4	
	Family	2.9		2.9	
	Non-Family	1.2		1.3	
Total Housing Units		4,279		6,788	
	Vacant	201	4.7%	138	2.0%
	Owned	2,483	58.0%	5,222	76.9%
	Rented	1,595	37.3%	1,428	21.0%
Households by Persons:	1	1,227	30.1%	1,714	25.8%
	2	1,321	32.4%	2,195	33.0%
	3-4	1,235	30.3%	2,174	32.7%
	5+	295	7.2%	567	8.5%
Vehicles Available		7,137		12,130	
Average Vehicles/HH		1.8		1.8	
Vehicles Per Household:	0	260	6.4%	297	4.5%
	1	1,324	32.5%	2,154	32.4%
	2	1,873	45.9%	3,027	45.5%
	3+	621	15.2%	1,172	17.6%

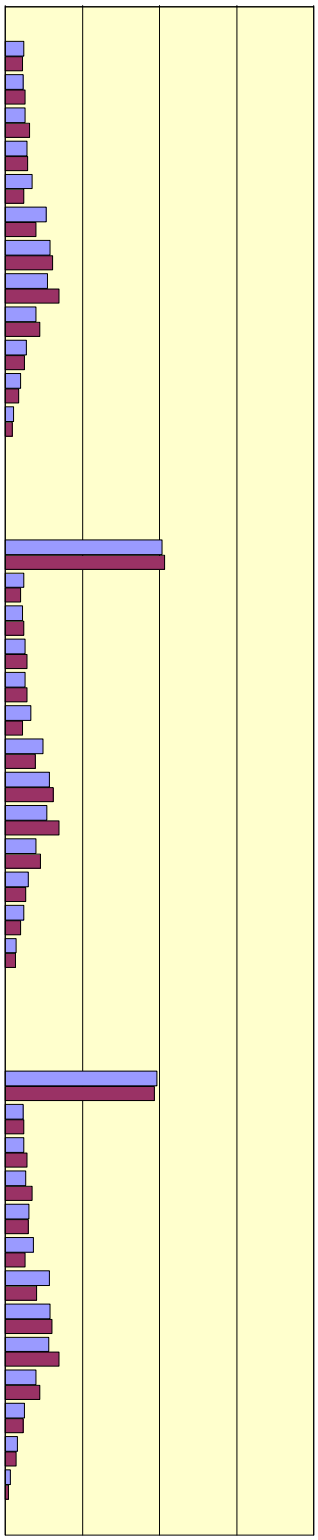


		Port Washington City		Stillwater, MN	
Total Aggregate Income ($Mil)		$255.6		$594.3	
Per Capita Income		$26,287		$35,782	
Households By Income:	< $10,000	205	5.0%	235	3.5%
	$10,000 - $14,999	102	2.5%	240	3.6%
	$15,000 - $19,999	162	4.0%	261	3.9%
	$20,000 - $24,999	222	5.4%	293	4.4%
	$25,000 - $29,999	179	4.4%	259	3.9%
	$30,000 - $34,999	196	4.8%	290	4.4%
	$35,000 - $39,999	190	4.7%	271	4.1%
	$40,000 - $49,999	388	9.5%	658	9.9%
	$50,000 - $59,999	523	12.8%	683	10.3%
	$60,000 - $74,999	661	16.2%	730	11.0%
	$75,000 - $99,999	689	16.9%	1,178	17.7%
	$100,000 - $124,999	288	7.1%	750	11.3%
	$125,000 - $149,999	130	3.2%	366	5.5%
	$150,000 - $199,999	83	2.0%	236	3.5%
	$200,000 - $249,999	23	0.6%	55	0.8%
	$250,000+	37	0.9%	145	2.2%
Aggregate Income: ($Mil)	Household	$239.9		$588.7	
	Family	$180.5		$493.2	
	Non-Family	$59.4		$95.2	
Average Income:	Household	$58,822		$88,528	
	Family	$69,757		$107,200	
	Non-Family	$39,811		$46,464	
Median Income:	Household	$58,077		$62,957	
	Family	$66,841		$77,267	
	Non-Family	$38,469		$36,972	
Households By Disposable Income:	< $10,000	222	5.4%	259	3.9%
	$10,000 - $14,999	107	2.6%	233	3.5%
	$15,000 - $19,999	195	4.8%	299	4.5%
	$20,000 - $24,999	254	6.2%	352	5.3%
	$25,000 - $29,999	235	5.8%	353	5.3%
	$30,000 - $34,999	242	5.9%	339	5.1%
	$35,000 - $39,999	242	5.9%	411	6.2%
	$40,000 - $49,999	678	16.6%	964	14.5%
	$50,000 - $59,999	617	15.1%	671	10.1%
	$60,000 - $74,999	662	16.2%	1,099	16.5%
	$75,000 - $99,999	373	9.1%	963	14.5%
	$100,000 - $124,999	125	3.1%	363	5.5%
	$125,000 - $149,999	52	1.3%	144	2.2%
	$150,000 - $199,999	40	1.0%	78	1.2%
	$200,000 - $249,999	12	0.3%	13	0.2%
	$250,000+	22	0.5%	109	1.6%
Disposable Income:	Aggregate ($Mil)	$189.5		$455.8	
	Average	$46,471		$68,539	
	Median	$48,196		$51,612	



Benchmark Profile:
Demographic Comparison
2004

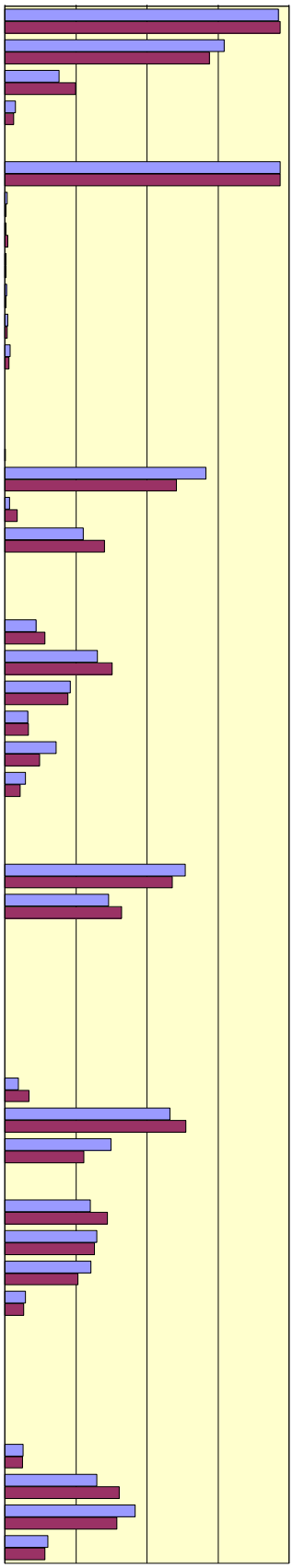
	Port Washington City		Stillwater, MN	
Total Population	9,724		16,609	
< 5 Years	580	6.0%	916	5.5%
5 - 9 Years	564	5.8%	1,084	6.5%
10 - 14 Years	630	6.5%	1,305	7.9%
15 - 19 Years	690	7.1%	1,203	7.2%
20 - 24 Years	844	8.7%	1,007	6.1%
25 - 34 Years	1,293	13.3%	1,659	10.0%
35 - 44 Years	1,403	14.4%	2,539	15.3%
45 - 54 Years	1,341	13.8%	2,901	17.5%
55 - 64 Years	968	10.0%	1,873	11.3%
65 - 74 Years	665	6.8%	1,040	6.3%
75 - 84 Years	489	5.0%	718	4.3%
85+ Years	257	2.6%	364	2.2%
Median Age	37.8		40.0	
Population, Female	4,946	50.9%	8,579	51.7%
< 5 Years	300	6.1%	436	5.1%
5 - 9 Years	281	5.7%	511	6.0%
10 - 14 Years	316	6.4%	605	7.1%
15 - 19 Years	319	6.4%	605	7.1%
20 - 24 Years	406	8.2%	489	5.7%
25 - 34 Years	610	12.3%	839	9.8%
35 - 44 Years	707	14.3%	1,328	15.5%
45 - 54 Years	666	13.5%	1,498	17.5%
55 - 64 Years	496	10.0%	980	11.4%
65 - 74 Years	371	7.5%	574	6.7%
75 - 84 Years	299	6.0%	432	5.0%
85+ Years	175	3.5%	282	3.3%
Median Age	39.4		42.1	
Population, Male	4,778	49.1%	8,030	48.3%
< 5 Years	280	5.9%	480	6.0%
5 - 9 Years	283	5.9%	573	7.1%
10 - 14 Years	314	6.6%	700	8.7%
15 - 19 Years	371	7.8%	598	7.4%
20 - 24 Years	438	9.2%	518	6.5%
25 - 34 Years	683	14.3%	820	10.2%
35 - 44 Years	696	14.6%	1,211	15.1%
45 - 54 Years	675	14.1%	1,403	17.5%
55 - 64 Years	472	9.9%	893	11.1%
65 - 74 Years	294	6.2%	466	5.8%
75 - 84 Years	190	4.0%	286	3.6%
85+ Years	82	1.7%	82	1.0%
Median Age	36.0		37.9	



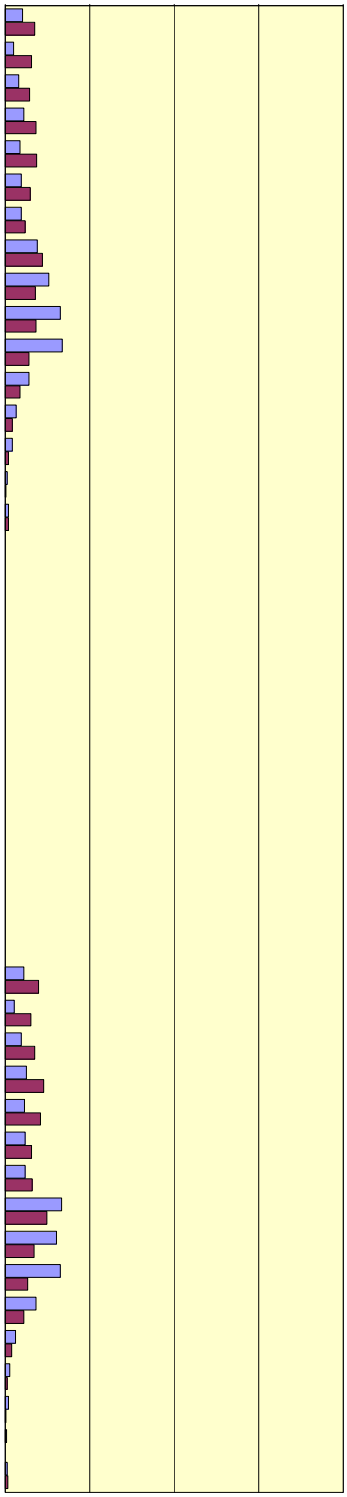
Benchmark Profile:
Demographic Comparison
2004

The Taurean Group, LLC

		Port Washington City		Sturgeon Bay City	
Population		9,724		8,629	
In Households		9,367	96.3%	8,356	96.8%
In Families		7,508	77.2%	6,208	71.9%
In Non-family Households		1,859	19.1%	2,148	24.9%
In Group Quarters		357	3.7%	273	3.2%
Race:	White	9,419	96.9%	8,364	96.9%
	Black	73	0.8%	37	0.4%
	American Indian	33	0.3%	82	1.0%
	Asian/Pacific Islander	43	0.4%	33	0.4%
	Other Race	64	0.7%	36	0.4%
	Multiple Races	92	0.9%	77	0.9%
Hispanic Population		191	2.0%	118	1.4%
Labor Force: Pop, 16+ Years		7,764		7,055	
In Armed Forces		0	0.0%	8	0.1%
Employed		5,495	70.8%	4,261	60.4%
Unemployed		123	1.6%	314	4.5%
Not In Labor Force		2,146	27.6%	2,472	35.0%
Education: Pop, 25+ Years		6,416		5,928	
No HS Diploma		700	10.9%	838	14.1%
HS Graduate		2,092	32.6%	2,241	37.8%
College, No Degree		1,475	23.0%	1,314	22.2%
Associate Degree		516	8.0%	491	8.3%
College Degree		1,161	18.1%	724	12.2%
Graduate/Professional Degree		472	7.4%	320	5.4%
Households		4,078		3,800	
Families		2,587	63.4%	2,236	58.8%
Non-Families		1,491	36.6%	1,564	41.2%
Average Size:	Household	2.3		2.2	
	Family	2.9		2.8	
	Non-Family	1.2		1.4	
Total Housing Units		4,279		4,157	
	Vacant	201	4.7%	357	8.6%
	Owned	2,483	58.0%	2,645	63.6%
	Rented	1,595	37.3%	1,155	27.8%
Households by Persons:	1	1,227	30.1%	1,368	36.0%
	2	1,321	32.4%	1,197	31.5%
	3-4	1,235	30.3%	980	25.8%
	5+	295	7.2%	255	6.7%
Vehicles Available		7,137		6,348	
Average Vehicles/HH		1.8		1.7	
Vehicles Per Household:	0	260	6.4%	237	6.2%
	1	1,324	32.5%	1,528	40.2%
	2	1,873	45.9%	1,495	39.3%
	3+	621	15.2%	540	14.2%

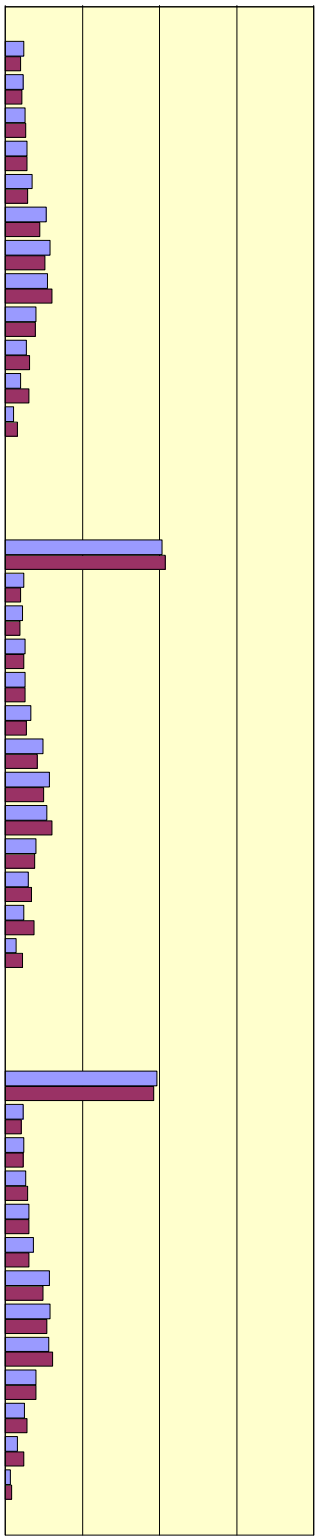


		Port Washington City		Sturgeon Bay City	
Total Aggregate Income ($Mil)		$255.6		$189.0	
Per Capita Income		$26,287		$21,898	
Households By Income:	< $10,000	205	5.0%	332	8.7%
	$10,000 - $14,999	102	2.5%	296	7.8%
	$15,000 - $19,999	162	4.0%	277	7.3%
	$20,000 - $24,999	222	5.4%	345	9.1%
	$25,000 - $29,999	179	4.4%	351	9.2%
	$30,000 - $34,999	196	4.8%	281	7.4%
	$35,000 - $39,999	190	4.7%	223	5.9%
	$40,000 - $49,999	388	9.5%	420	11.1%
	$50,000 - $59,999	523	12.8%	335	8.8%
	$60,000 - $74,999	661	16.2%	348	9.2%
	$75,000 - $99,999	689	16.9%	268	7.1%
	$100,000 - $124,999	288	7.1%	164	4.3%
	$125,000 - $149,999	130	3.2%	80	2.1%
	$150,000 - $199,999	83	2.0%	38	1.0%
	$200,000 - $249,999	23	0.6%	7	0.2%
	$250,000+	37	0.9%	35	0.9%
Aggregate Income: ($Mil)	Household	$239.9		$184.8	
	Family	$180.5		$142.0	
	Non-Family	$59.4		$42.8	
Average Income:	Household	$58,822		$48,638	
	Family	$69,757		$63,485	
	Non-Family	$39,811		$27,360	
Median Income:	Household	$58,077		$36,375	
	Family	$66,841		$48,290	
	Non-Family	$38,469		$23,439	
Households By Disposable Income:	< $10,000	222	5.4%	371	9.8%
	$10,000 - $14,999	107	2.6%	287	7.6%
	$15,000 - $19,999	195	4.8%	333	8.8%
	$20,000 - $24,999	254	6.2%	434	11.4%
	$25,000 - $29,999	235	5.8%	398	10.5%
	$30,000 - $34,999	242	5.9%	292	7.7%
	$35,000 - $39,999	242	5.9%	299	7.9%
	$40,000 - $49,999	678	16.6%	469	12.3%
	$50,000 - $59,999	617	15.1%	321	8.4%
	$60,000 - $74,999	662	16.2%	254	6.7%
	$75,000 - $99,999	373	9.1%	207	5.4%
	$100,000 - $124,999	125	3.1%	75	2.0%
	$125,000 - $149,999	52	1.3%	20	0.5%
	$150,000 - $199,999	40	1.0%	8	0.2%
	$200,000 - $249,999	12	0.3%	3	0.1%
	$250,000+	22	0.5%	29	0.8%
Disposable Income:	Aggregate ($Mil)	$189.5		$155.8	
	Average	$46,471		$41,013	
	Median	$48,196		$31,810	



Benchmark Profile:
Demographic Comparison
2004

	Port Washington City		Sturgeon Bay City	
Total Population	9,724		8,629	
< 5 Years	580	6.0%	436	5.1%
5 - 9 Years	564	5.8%	457	5.3%
10 - 14 Years	630	6.5%	568	6.6%
15 - 19 Years	690	7.1%	607	7.0%
20 - 24 Years	844	8.7%	633	7.3%
25 - 34 Years	1,293	13.3%	972	11.3%
35 - 44 Years	1,403	14.4%	1,115	12.9%
45 - 54 Years	1,341	13.8%	1,315	15.2%
55 - 64 Years	968	10.0%	844	9.8%
65 - 74 Years	665	6.8%	676	7.8%
75 - 84 Years	489	5.0%	668	7.7%
85+ Years	257	2.6%	338	3.9%
Median Age	37.8		41.2	
Population, Female	4,946	50.9%	4,473	51.8%
< 5 Years	300	6.1%	223	5.0%
5 - 9 Years	281	5.7%	214	4.8%
10 - 14 Years	316	6.4%	266	5.9%
15 - 19 Years	319	6.4%	285	6.4%
20 - 24 Years	406	8.2%	310	6.9%
25 - 34 Years	610	12.3%	462	10.3%
35 - 44 Years	707	14.3%	557	12.5%
45 - 54 Years	666	13.5%	673	15.0%
55 - 64 Years	496	10.0%	431	9.6%
65 - 74 Years	371	7.5%	384	8.6%
75 - 84 Years	299	6.0%	419	9.4%
85+ Years	175	3.5%	249	5.6%
Median Age	39.4		43.9	
Population, Male	4,778	49.1%	4,156	48.2%
< 5 Years	280	5.9%	213	5.1%
5 - 9 Years	283	5.9%	243	5.8%
10 - 14 Years	314	6.6%	302	7.3%
15 - 19 Years	371	7.8%	322	7.7%
20 - 24 Years	438	9.2%	323	7.8%
25 - 34 Years	683	14.3%	510	12.3%
35 - 44 Years	696	14.6%	558	13.4%
45 - 54 Years	675	14.1%	642	15.4%
55 - 64 Years	472	9.9%	413	9.9%
65 - 74 Years	294	6.2%	292	7.0%
75 - 84 Years	190	4.0%	249	6.0%
85+ Years	82	1.7%	89	2.1%
Median Age	36.0		38.2	



Comparable City Comparison of Business Estabilishments Counts

Legend

Fewer Establishments Per 1000 population

More Establisments Per 1000 population

Category	Port Washington	Cedarburg	Sheboygan Falls	Sturgeon Bay	Fond du Lac	Red Wing	Stillwater
04 Population	9724	10772	6821	16877	40913	14782	16609
04 Establishments + 1	451	500	212	1205	2130	881	983
04 Employees + 70	5034	4250	2641	11375	29235	11654	10484
04 Est with 20+ emp + 1	55	52	26	117	301	111	110
04 Est, Retail + 1	81	146	50	279	459	227	194
04 Emp, Retail + 70	1079	1107	790	2870	6035	2698	2190
04 Retail est, est 20+ emp + 1	14	14	10	36	81	38	28
04 Est, Bldg mats/hrdwr/garden	5	8	6	17	21	9	11
04 Est, General merchandise	0	0	1	6	12	9	3
04 Est, Food markets + 1	1	1	0	2	8	6	5
04 Est, C-stores	2	1	3	12	13	7	4
04 Est, Other food stores	6	9	3	13	17	10	15
04 Est, Auto dlrs/gas stations	7	2	4	35	43	16	7
04 Est, Clothing stores	2	8	4	13	25	16	10
04 Est, Furniture stores	2	5	2	8	9	5	8
04 Est, Home furnishings	1	6	1	10	14	13	4
04 Est, Electronics/computers	2	4	0	7	16	4	7
04 Est, Music stores	1	1	0	0	3	3	1
04 Est, Restaurants	14	15	8	46	67	26	19
04 Est, Other food service	6	8	1	6	17	6	7
04 Est, Bars	8	4	5	13	35	6	3
04 Est, Drug stores	2	3	0	2	6	4	1
04 Est, Liquor stores	0	1	1	1	3	5	5
04 Est, Specialty stores	19	69	7	75	131	75	78
04 Est, Catalog/direct/fuel dlrs	1	0	1	1	6	0	2
04 Est 20+ emp, C-stores	0	0	0	0	1	0	0
04 Est 20+ emp, Bldg mats/hrdwr/garden	0	1	2	2	4	1	2
04 Est 20+ emp, General merchandise	0	0	1	3	5	2	1
04 Est 20+ emp, Food markets + 1	1	1	0	1	4	4	3
04 Est 20+ emp, Other food stores	0	0	0	1	3	1	2
04 Est 20+ emp, Auto dlrs/gas stations	1	0	1	8	6	4	2
04 Est 20+ emp, Clothing stores	0	0	1	0	3	1	0
04 Est 20+ emp, Furniture stores	0	0	0	0	0	0	0
04 Est 20+ emp, Home furnishings	0	0	0	0	0	1	0
04 Est 20+ emp, Electronics/computers	0	1	0	0	1	1	0
04 Est 20+ emp, Music stores	0	0	0	0	0	0	0
04 Est 20+ emp, Restaurants	9	5	4	18	40	12	12
04 Est 20+ emp, Other food service	1	3	1	0	5	1	1
04 Est 20+ emp, Bars	0	0	0	0	1	1	1
04 Est 20+ emp, Drug stores	1	2	0	1	1	2	1
04 Est 20+ emp, Liquor stores	0	0	0	0	0	0	0
04 Est 20+ emp, Specialty stores	0	1	0	2	5	7	3
04 Est 20+ emp, Catalog/direct/fuel dlrs	1	0	0	0	2	0	0
04 Est, Finance/ins/re	42	46	19	95	259	88	98
04 Fin/ins/re est, est 20+ emp	2	5	0	4	17	6	7
04 Est, Banks/finance	12	12	7	24	63	23	31
04 Est, Insurance carriers	0	0	0	1	2	1	0
04 Est, Ins brokers/agents	13	11	7	24	97	31	24
04 Est, Real estate	17	23	5	46	97	33	43
04 Est 20+ emp, Banks/finance	1	2	0	2	9	3	2

Source: ScanUS 2004

Comparable City Comparison of Business Estabilishments Counts

Legend

Fewer Establishments Per 1000 population

More Establisments Per 1000 population

Category	Port Washington	Cedarburg	Sheboygan Falls	Sturgeon Bay	Fond du Lac	Red Wing	Stillwater
04 Est 20+ emp, Insurance carriers	0	0	0	0	0	0	0
04 Est 20+ emp, Ins brokers/agents	1	1	0	0	3	1	1
04 Est 20+ emp, Real estate	0	2	0	2	5	2	4
04 Est, Services	172	195	79	478	898	349	484
04 Service est, est 20+ emp	18	19	6	38	103	30	45
04 Est, Hotels/lodging	2	2	2	50	14	12	16
04 Est, Dry cleaning/laundry	3	3	2	12	12	9	5
04 Est, Beauty/barber shops	13	11	10	18	49	23	17
04 Est, Other personal service	9	10	5	14	32	17	17
04 Est, Advertising	3	3	0	4	6	1	4
04 Est, Computer services	1	4	4	3	13	11	7
04 Est, Other business service	4	12	4	35	64	19	30
04 Est, Auto repair/services	9	13	4	33	62	21	17
04 Est, Misc repair services	1	5	3	9	13	12	12
04 Est, Motion pictures	2	1	0	5	13	8	3
04 Est, Entertainment/recreation	10	8	1	23	33	12	27
04 Est, Medical/health services	30	33	10	90	236	53	145
04 Est, Hospitals	5	7	1	14	26	13	11
04 Est, Legal services	14	16	1	25	43	27	40
04 Est, Prim/secondary education	8	6	5	11	25	12	9
04 Est, Colleges/universities	0	0	0	1	3	1	0
04 Est, Other educ/libraries	3	5	2	6	11	5	4
04 Est, Social services	21	5	3	27	88	31	29
04 Est, Child care services	3	3	3	7	17	2	5
04 Est, Museums/zoos	0	2	0	2	3	1	2
04 Est, Membership orgs	12	17	12	50	69	39	36
04 Est, Professional services	19	29	7	39	66	20	48
04 Est 20+ emp, Hotels/lodging	1	1	0	9	5	4	2
04 Est 20+ emp, Dry cleaning/laundry	0	0	0	0	2	2	0
04 Est 20+ emp, Beauty/barber shops	0	1	0	0	0	0	1
04 Est 20+ emp, Other personal service	0	1	0	0	1	0	1
04 Est 20+ emp, Advertising	0	0	0	0	0	0	0
04 Est 20+ emp, Computer services	0	0	0	0	0	1	0
04 Est 20+ emp, Other business service	1	0	0	6	9	1	1
04 Est 20+ emp, Auto repair/services	1	0	0	0	4	0	1
04 Est 20+ emp, Misc repair services	0	0	0	0	0	0	0
04 Est 20+ emp, Motion pictures	0	0	0	0	1	0	0
04 Est 20+ emp, Entertainment/recreation	1	0	0	1	9	2	7
04 Est 20+ emp, Medical/health services	1	1	0	4	9	2	6
04 Est 20+ emp, Hospitals	1	4	1	5	16	7	6
04 Est 20+ emp, Legal services	0	1	0	1	0	0	1
04 Est 20+ emp, Prim/secondary education	7	6	4	6	19	6	9
04 Est 20+ emp, Colleges/universities	0	0	0	0	3	1	0
04 Est 20+ emp, Other educ/libraries	0	0	0	0	1	0	0
04 Est 20+ emp, Social services	2	2	0	2	12	4	4
04 Est 20+ emp, Child care services	1	1	1	1	4	0	0
04 Est 20+ emp, Museums/zoos	0	0	0	0	0	0	0
04 Est 20+ emp, Membership orgs	0	0	0	2	5	0	3
04 Est 20+ emp, Professional services	2	1	0	1	3	0	3

Source: ScanUS 2004

	Port Washington		Cedarburg		Fond du Lac	
Establishments	450		500		2,130	
Employees	4,964		4,250		29,235	
Industrial Establishments	**47**	**10.4%**	**58**	**11.6%**	**232**	**10.9%**
Mining	1	2.1%	0	0.0%	7	3.0%
Construction	3	6.4%	3	5.2%	18	7.8%
Construction, Small Firms	17	36.2%	18	31.0%	103	44.4%
High-Tech & Research	5	10.6%	4	6.9%	1	0.4%
Transportation/Communications/Utilities	1	2.1%	1	1.7%	23	9.9%
Wholesale-Industrial	13	27.7%	29	50.0%	51	22.0%
Warehousing	5	10.6%	1	1.7%	16	6.9%
General Industrial	2	4.3%	2	3.4%	13	5.6%
Manufacturing Establishments	**24**	**5.3%**	**19**	**3.8%**	**89**	**4.2%**
Heavy Manufacturing	1	4.2%	1	5.3%	3	3.4%
General Manufacturing	5	20.8%	3	15.8%	20	22.5%
Light Manufacturing	2	8.3%	1	5.3%	21	23.6%
Manufacturing, Small Module	16	66.7%	14	73.7%	45	50.6%
Commercial Establishments	**136**	**30.2%**	**211**	**42.2%**	**722**	**33.9%**
Retail Trade	43	31.6%	112	53.1%	303	42.0%
Restaurants & Bars	28	20.6%	27	12.8%	119	16.5%
Personal/Rent/Repair Services	23	16.9%	28	13.3%	100	13.9%
Auto Repair Services	6	4.4%	10	4.7%	44	6.1%
Hotels & Motels	2	1.5%	2	0.9%	14	1.9%
Theaters & Retail Amusement	2	1.5%	2	0.9%	9	1.2%
Equipment Rental	4	2.9%	1	0.5%	17	2.4%
Wholesale-Commercial	3	2.2%	4	1.9%	10	1.4%
General Commercial	25	18.4%	25	11.8%	106	14.7%
Office Establishments	**126**	**28.0%**	**147**	**29.4%**	**758**	**35.6%**
Business & Corporate Administration	4	3.2%	4	2.7%	8	1.1%
Finance/Insurance/Real Estate	7	5.6%	6	4.1%	47	6.2%
Finance/Insurance/Real Estate, Small	28	22.2%	32	21.8%	178	23.5%
Professional Services	30	23.8%	45	30.6%	125	16.5%
Business Services	4	3.2%	13	8.8%	41	5.4%
General Office	23	18.3%	12	8.2%	116	15.3%
Medical Services	30	23.8%	35	23.8%	243	32.1%
Other Establishments	**109**	**24.2%**	**64**	**12.8%**	**316**	**14.8%**
Schools & Colleges	9	8.3%	8	12.5%	40	12.7%
Libraries	1	0.9%	1	1.6%	5	1.6%
Hospitals & Related Medical Services	5	4.6%	5	7.8%	19	6.0%
Museums, Art, & Gardens	0	0.0%	2	3.1%	3	0.9%
Outdoor Recreation & Amusements	7	6.4%	7	10.9%	25	7.9%
Public Administration	70	64.2%	19	29.7%	116	36.7%
Churches	8	7.3%	12	18.8%	47	14.9%
Other, Not Classified	9	8.3%	10	15.6%	61	19.3%
Agricultural Establishments	**8**	**1.8%**	**1**	**0.2%**	**13**	**0.6%**
Agricultural Production	0	0.0%	0	0.0%	0	0.0%
Agriculture Services	8	100.0%	1	100.0%	13	100.0%

	Port Washington		Cedarburg		Fond du Lac	
Establishments	450		500		2,130	
Employees	4,964		4,250		29,235	
Industrial Employees	**306**	**6.2%**	**376**	**8.8%**	**3,048**	**10.4%**
Mining	2	0.7%	0	0.0%	177	5.8%
Construction	85	27.8%	144	38.3%	789	25.9%
Construction, Small Firms	39	12.7%	43	11.4%	295	9.7%
High-Tech & Research	15	4.9%	10	2.7%	5	0.2%
Transportation/Communications/Utilities	2	0.7%	1	0.3%	285	9.4%
Wholesale-Industrial	112	36.6%	148	39.4%	626	20.5%
Warehousing	24	7.8%	24	6.4%	241	7.9%
General Industrial	27	8.8%	6	1.6%	630	20.7%
Manufacturing Employees	**1,177**	**23.7%**	**328**	**7.7%**	**2,368**	**8.1%**
Heavy Manufacturing	187	15.9%	150	45.7%	345	14.6%
General Manufacturing	836	71.0%	79	24.1%	1,207	51.0%
Light Manufacturing	100	8.5%	40	12.2%	635	26.8%
Manufacturing, Small Module	54	4.6%	59	18.0%	181	7.6%
Commercial Employees	**1,399**	**28.2%**	**1,466**	**34.5%**	**8,524**	**29.2%**
Retail Trade	242	17.3%	708	48.3%	3,233	37.9%
Restaurants & Bars	666	47.6%	366	25.0%	1,999	23.5%
Personal/Rent/Repair Services	93	6.6%	171	11.7%	488	5.7%
Auto Repair Services	64	4.6%	31	2.1%	428	5.0%
Hotels & Motels	37	2.6%	45	3.1%	324	3.8%
Theaters & Retail Amusement	14	1.0%	7	0.5%	62	0.7%
Equipment Rental	16	1.1%	4	0.3%	171	2.0%
Wholesale-Commercial	21	1.5%	8	0.5%	234	2.7%
General Commercial	246	17.6%	126	8.6%	1,585	18.6%
Office Employees	**903**	**18.2%**	**912**	**21.5%**	**7,027**	**24.0%**
Business & Corporate Administration	285	31.6%	307	33.7%	1,282	18.2%
Finance/Insurance/Real Estate	166	18.4%	123	13.5%	1,260	17.9%
Finance/Insurance/Real Estate, Small	85	9.4%	78	8.6%	392	5.6%
Professional Services	159	17.6%	181	19.8%	690	9.8%
Business Services	8	0.9%	30	3.3%	231	3.3%
General Office	54	6.0%	32	3.5%	1,448	20.6%
Medical Services	146	16.2%	161	17.7%	1,724	24.5%
Other Employees	**1,140**	**23.0%**	**1,167**	**27.5%**	**8,154**	**27.9%**
Schools & Colleges	321	28.2%	664	56.9%	2,100	25.8%
Libraries	13	1.1%	13	1.1%	61	0.7%
Hospitals & Related Medical Services	102	8.9%	297	25.4%	3,084	37.8%
Museums, Art, & Gardens	0	0.0%	9	0.8%	7	0.1%
Outdoor Recreation & Amusements	64	5.6%	15	1.3%	351	4.3%
Public Administration	582	51.1%	103	8.8%	2,140	26.2%
Churches	36	3.2%	49	4.2%	259	3.2%
Other, Not Classified	22	1.9%	17	1.5%	152	1.9%
Agricultural Employees	**39**	**0.8%**	**1**	**0.0%**	**114**	**0.4%**
Agricultural Production	0	0.0%	0	0.0%	0	0.0%
Agriculture Services	39	100.0%	1	100.0%	114	100.0%

	Port Washington		Sheboygan Falls		Sturgeon Bay	
Establishments	450		212		812	
Employees	4,964		2,641		9,033	
Industrial Establishments	**47**	**10.4%**	**30**	**14.2%**	**68**	**8.4%**
Mining	1	2.1%	0	0.0%	3	4.4%
Construction	3	6.4%	1	3.3%	11	16.2%
Construction, Small Firms	17	36.2%	16	53.3%	28	41.2%
High-Tech & Research	5	10.6%	0	0.0%	0	0.0%
Transportation/Communications/Utilities	1	2.1%	1	3.3%	4	5.9%
Wholesale-Industrial	13	27.7%	7	23.3%	12	17.6%
Warehousing	5	10.6%	4	13.3%	7	10.3%
General Industrial	2	4.3%	1	3.3%	3	4.4%
Manufacturing Establishments	**24**	**5.3%**	**22**	**10.4%**	**32**	**3.9%**
Heavy Manufacturing	1	4.2%	4	18.2%	2	6.3%
General Manufacturing	5	20.8%	4	18.2%	8	25.0%
Light Manufacturing	2	8.3%	1	4.5%	4	12.5%
Manufacturing, Small Module	16	66.7%	13	59.1%	18	56.3%
Commercial Establishments	**136**	**30.2%**	**77**	**36.3%**	**283**	**34.9%**
Retail Trade	43	31.6%	28	36.4%	133	47.0%
Restaurants & Bars	28	20.6%	14	18.2%	45	15.9%
Personal/Rent/Repair Services	23	16.9%	17	22.1%	35	12.4%
Auto Repair Services	6	4.4%	4	5.2%	9	3.2%
Hotels & Motels	2	1.5%	2	2.6%	23	8.1%
Theaters & Retail Amusement	2	1.5%	0	0.0%	4	1.4%
Equipment Rental	4	2.9%	0	0.0%	4	1.4%
Wholesale-Commercial	3	2.2%	0	0.0%	1	0.4%
General Commercial	25	18.4%	12	15.6%	29	10.2%
Office Establishments	**126**	**28.0%**	**47**	**22.2%**	**288**	**35.5%**
Business & Corporate Administration	4	3.2%	0	0.0%	4	1.4%
Finance/Insurance/Real Estate	7	5.6%	4	8.5%	15	5.2%
Finance/Insurance/Real Estate, Small	28	22.2%	14	29.8%	54	18.8%
Professional Services	30	23.8%	12	25.5%	56	19.4%
Business Services	4	3.2%	4	8.5%	16	5.6%
General Office	23	18.3%	3	6.4%	49	17.0%
Medical Services	30	23.8%	10	21.3%	94	32.6%
Other Establishments	**109**	**24.2%**	**34**	**16.0%**	**136**	**16.7%**
Schools & Colleges	9	8.3%	5	14.7%	11	8.1%
Libraries	1	0.9%	2	5.9%	1	0.7%
Hospitals & Related Medical Services	5	4.6%	1	2.9%	9	6.6%
Museums, Art, & Gardens	0	0.0%	0	0.0%	0	0.0%
Outdoor Recreation & Amusements	7	6.4%	1	2.9%	6	4.4%
Public Administration	70	64.2%	12	35.3%	64	47.1%
Churches	8	7.3%	11	32.4%	18	13.2%
Other, Not Classified	9	8.3%	2	5.9%	27	19.9%
Agricultural Establishments	**8**	**1.8%**	**2**	**0.9%**	**5**	**0.6%**
Agricultural Production	0	0.0%	0	0.0%	0	0.0%
Agriculture Services	8	100.0%	2	100.0%	5	100.0%

	Port Washington		Sheboygan Falls		Sturgeon Bay	
Establishments	450		212		812	
Employees	4,964		2,641		9,033	
Industrial Employees	**306**	**6.2%**	**217**	**8.2%**	**626**	**6.9%**
Mining	2	0.7%	0	0.0%	67	10.7%
Construction	85	27.8%	40	18.4%	338	54.0%
Construction, Small Firms	39	12.7%	71	32.7%	85	13.6%
High-Tech & Research	15	4.9%	0	0.0%	0	0.0%
Transportation/Communications/Utilities	2	0.7%	29	13.4%	9	1.4%
Wholesale-Industrial	112	36.6%	47	21.7%	47	7.5%
Warehousing	24	7.8%	29	13.4%	55	8.8%
General Industrial	27	8.8%	1	0.5%	25	4.0%
Manufacturing Employees	**1,177**	**23.7%**	**669**	**25.3%**	**1,605**	**17.8%**
Heavy Manufacturing	187	15.9%	239	35.7%	220	13.7%
General Manufacturing	836	71.0%	310	46.3%	1,098	68.4%
Light Manufacturing	100	8.5%	58	8.7%	244	15.2%
Manufacturing, Small Module	54	4.6%	62	9.3%	43	2.7%
Commercial Employees	**1,399**	**28.2%**	**921**	**34.9%**	**2,762**	**30.6%**
Retail Trade	242	17.3%	197	21.4%	1,352	49.0%
Restaurants & Bars	666	47.6%	199	21.6%	589	21.3%
Personal/Rent/Repair Services	93	6.6%	47	5.1%	158	5.7%
Auto Repair Services	64	4.6%	12	1.3%	28	1.0%
Hotels & Motels	37	2.6%	21	2.3%	356	12.9%
Theaters & Retail Amusement	14	1.0%	0	0.0%	15	0.5%
Equipment Rental	16	1.1%	0	0.0%	17	0.6%
Wholesale-Commercial	21	1.5%	0	0.0%	1	0.0%
General Commercial	246	17.6%	445	48.3%	246	8.9%
Office Employees	**903**	**18.2%**	**152**	**5.8%**	**2,288**	**25.3%**
Business & Corporate Administration	285	31.6%	0	0.0%	646	28.2%
Finance/Insurance/Real Estate	166	18.4%	34	22.4%	178	7.8%
Finance/Insurance/Real Estate, Small	85	9.4%	32	21.1%	157	6.9%
Professional Services	159	17.6%	35	23.0%	283	12.4%
Business Services	8	0.9%	9	5.9%	249	10.9%
General Office	54	6.0%	4	2.6%	275	12.0%
Medical Services	146	16.2%	38	25.0%	500	21.9%
Other Employees	**1,140**	**23.0%**	**670**	**25.4%**	**1,733**	**19.2%**
Schools & Colleges	321	28.2%	377	56.3%	200	11.5%
Libraries	13	1.1%	14	2.1%	1	0.1%
Hospitals & Related Medical Services	102	8.9%	170	25.4%	527	30.4%
Museums, Art, & Gardens	0	0.0%	0	0.0%	0	0.0%
Outdoor Recreation & Amusements	64	5.6%	3	0.4%	12	0.7%
Public Administration	582	51.1%	51	7.6%	810	46.7%
Churches	36	3.2%	53	7.9%	61	3.5%
Other, Not Classified	22	1.9%	2	0.3%	122	7.0%
Agricultural Employees	**39**	**0.8%**	**12**	**0.5%**	**19**	**0.2%**
Agricultural Production	0	0.0%	0	0.0%	0	0.0%
Agriculture Services	39	100.0%	12	100.0%	19	100.0%

	Port Washington		Red Wing		Stillwater	
Establishments	450		881		983	
Employees	4,964		11,654		10,484	
Industrial Establishments	**47**	**10.4%**	**91**	**10.3%**	**100**	**10.2%**
Mining	1	2.1%	1	1.1%	1	1.0%
Construction	3	6.4%	6	6.6%	8	8.0%
Construction, Small Firms	17	36.2%	41	45.1%	61	61.0%
High-Tech & Research	5	10.6%	0	0.0%	7	7.0%
Transportation/Communications/Utilities	1	2.1%	15	16.5%	5	5.0%
Wholesale-Industrial	13	27.7%	18	19.8%	14	14.0%
Warehousing	5	10.6%	3	3.3%	1	1.0%
General Industrial	2	4.3%	7	7.7%	3	3.0%
Manufacturing Establishments	**24**	**5.3%**	**27**	**3.1%**	**26**	**2.6%**
Heavy Manufacturing	1	4.2%	1	3.7%	1	3.8%
General Manufacturing	5	20.8%	5	18.5%	2	7.7%
Light Manufacturing	2	8.3%	7	25.9%	3	11.5%
Manufacturing, Small Module	16	66.7%	14	51.9%	20	76.9%
Commercial Establishments	**136**	**30.2%**	**336**	**38.1%**	**297**	**30.2%**
Retail Trade	43	31.6%	173	51.5%	153	51.5%
Restaurants & Bars	28	20.6%	38	11.3%	29	9.8%
Personal/Rent/Repair Services	23	16.9%	51	15.2%	50	16.8%
Auto Repair Services	6	4.4%	15	4.5%	14	4.7%
Hotels & Motels	2	1.5%	12	3.6%	16	5.4%
Theaters & Retail Amusement	2	1.5%	3	0.9%	0	0.0%
Equipment Rental	4	2.9%	8	2.4%	2	0.7%
Wholesale-Commercial	3	2.2%	7	2.1%	3	1.0%
General Commercial	25	18.4%	29	8.6%	30	10.1%
Office Establishments	**126**	**28.0%**	**270**	**30.6%**	**401**	**40.8%**
Business & Corporate Administration	4	3.2%	6	2.2%	2	0.5%
Finance/Insurance/Real Estate	7	5.6%	17	6.3%	13	3.2%
Finance/Insurance/Real Estate, Small	28	22.2%	62	23.0%	73	18.2%
Professional Services	30	23.8%	59	21.9%	95	23.7%
Business Services	4	3.2%	12	4.4%	24	6.0%
General Office	23	18.3%	55	20.4%	44	11.0%
Medical Services	30	23.8%	59	21.9%	150	37.4%
Other Establishments	**109**	**24.2%**	**145**	**16.5%**	**149**	**15.2%**
Schools & Colleges	9	8.3%	16	11.0%	12	8.1%
Libraries	1	0.9%	1	0.7%	2	1.3%
Hospitals & Related Medical Services	5	4.6%	7	4.8%	6	4.0%
Museums, Art, & Gardens	0	0.0%	1	0.7%	2	1.3%
Outdoor Recreation & Amusements	7	6.4%	8	5.5%	26	17.4%
Public Administration	70	64.2%	63	43.4%	56	37.6%
Churches	8	7.3%	24	16.6%	25	16.8%
Other, Not Classified	9	8.3%	25	17.2%	20	13.4%
Agricultural Establishments	**8**	**1.8%**	**12**	**1.4%**	**10**	**1.0%**
Agricultural Production	0	0.0%	0	0.0%	0	0.0%
Agriculture Services	8	100.0%	12	100.0%	10	100.0%

	Port Washington		Red Wing		Stillwater	
Establishments	450		881		983	
Employees	4,964		11,654		10,484	
Industrial Employees	**306**	**6.2%**	**1,772**	**15.2%**	**896**	**8.5%**
Mining	2	0.7%	3	0.2%	10	1.1%
Construction	85	27.8%	127	7.2%	184	20.5%
Construction, Small Firms	39	12.7%	137	7.7%	168	18.8%
High-Tech & Research	15	4.9%	0	0.0%	378	42.2%
Transportation/Communications/Utilities	2	0.7%	197	11.1%	44	4.9%
Wholesale-Industrial	112	36.6%	475	26.8%	53	5.9%
Warehousing	24	7.8%	4	0.2%	50	5.6%
General Industrial	27	8.8%	829	46.8%	9	1.0%
Manufacturing Employees	**1,177**	**23.7%**	**1,350**	**11.6%**	**728**	**6.9%**
Heavy Manufacturing	187	15.9%	70	5.2%	350	48.1%
General Manufacturing	836	71.0%	307	22.7%	230	31.6%
Light Manufacturing	100	8.5%	929	68.8%	95	13.0%
Manufacturing, Small Module	54	4.6%	44	3.3%	53	7.3%
Commercial Employees	**1,399**	**28.2%**	**3,207**	**27.5%**	**2,632**	**25.1%**
Retail Trade	242	17.3%	1,682	52.4%	1,143	43.4%
Restaurants & Bars	666	47.6%	668	20.8%	732	27.8%
Personal/Rent/Repair Services	93	6.6%	153	4.8%	197	7.5%
Auto Repair Services	64	4.6%	62	1.9%	158	6.0%
Hotels & Motels	37	2.6%	274	8.5%	182	6.9%
Theaters & Retail Amusement	14	1.0%	14	0.4%	0	0.0%
Equipment Rental	16	1.1%	72	2.2%	12	0.5%
Wholesale-Commercial	21	1.5%	13	0.4%	26	1.0%
General Commercial	246	17.6%	269	8.4%	182	6.9%
Office Employees	**903**	**18.2%**	**2,504**	**21.5%**	**2,563**	**24.4%**
Business & Corporate Administration	285	31.6%	585	23.4%	263	10.3%
Finance/Insurance/Real Estate	166	18.4%	284	11.3%	250	9.8%
Finance/Insurance/Real Estate, Small	85	9.4%	157	6.3%	176	6.9%
Professional Services	159	17.6%	171	6.8%	380	14.8%
Business Services	8	0.9%	44	1.8%	131	5.1%
General Office	54	6.0%	392	15.7%	361	14.1%
Medical Services	146	16.2%	871	34.8%	1,002	39.1%
Other Employees	**1,140**	**23.0%**	**2,751**	**23.6%**	**3,591**	**34.3%**
Schools & Colleges	321	28.2%	640	23.3%	626	17.4%
Libraries	13	1.1%	16	0.6%	18	0.5%
Hospitals & Related Medical Services	102	8.9%	1,113	40.5%	784	21.8%
Museums, Art, & Gardens	0	0.0%	8	0.3%	4	0.1%
Outdoor Recreation & Amusements	64	5.6%	149	5.4%	478	13.3%
Public Administration	582	51.1%	691	25.1%	1,299	36.2%
Churches	36	3.2%	97	3.5%	166	4.6%
Other, Not Classified	22	1.9%	37	1.3%	216	6.0%
Agricultural Employees	**39**	**0.8%**	**70**	**0.6%**	**74**	**0.7%**
Agricultural Production	0	0.0%	0	0.0%	0	0.0%
Agriculture Services	39	100.0%	70	100.0%	74	100.0%

Name	Port Washington Count	Port Washington Ratio / 1,000	Cedarburg Count	Cedarburg Ratio / 1,000
04 Population	9724	9.7240	10772	10.772
04 Establishments + 1	451	46.3801	500	46.4166
04 Employees + 70	5034	517.6882	4250	394.5414
20+ emp + 1	55	5.6561	52	4.8273
Retail + 1	81	8.3299	146	13.5537
04 Emp, Retail + 70	1079	110.9626	1107	102.7664
04 Retail est, est 20+ emp + 1	14	1.4397	14	1.2997
Bldg mats/hrdwr/garden	5	0.5142	8	0.7427
General merchandise	0	0.0000	0	0.0000
Food markets + 1	1	0.1028	1	0.0928
C-stores	2	0.2057	1	0.0928
Other food stores	6	0.6170	9	0.8355
Auto dlrs/gas stations	7	0.7199	2	0.1857
Clothing stores	2	0.2057	8	0.7427
Furniture stores	2	0.2057	5	0.4642
Home furnishings	1	0.1028	6	0.5570
Electronics/computers	2	0.2057	4	0.3713
Music stores	1	0.1028	1	0.0928
Restaurants	14	1.4397	15	1.3925
Other food service	6	0.6170	8	0.7427
Bars	8	0.8227	4	0.3713
Drug stores	2	0.2057	3	0.2785
Liquor stores	0	0.0000	1	0.0928
Specialty stores	19	1.9539	69	6.4055
Catalog/direct/fuel dlrs	1	0.1028	0	0.0000
20+ emp, C-stores	0	0.0000	0	0.0000
20+ emp, Bldg mats/hrdwr/garden	0	0.0000	1	0.0928
20+ emp, General merchandise	0	0.0000	0	0.0000
20+ emp, Food markets + 1	1	0.1028	1	0.0928
20+ emp, Other food stores	0	0.0000	0	0.0000
20+ emp, Auto dlrs/gas stations	1	0.1028	0	0.0000
20+ emp, Clothing stores	0	0.0000	0	0.0000
20+ emp, Furniture stores	0	0.0000	0	0.0000
20+ emp, Home furnishings	0	0.0000	0	0.0000
20+ emp, Electronics/computers	0	0.0000	1	0.0928
20+ emp, Music stores	0	0.0000	0	0.0000
20+ emp, Restaurants	9	0.9255	5	0.4642
20+ emp, Other food service	1	0.1028	3	0.2785
20+ emp, Bars	0	0.0000	0	0.0000
20+ emp, Drug stores	1	0.1028	2	0.1857
20+ emp, Liquor stores	0	0.0000	0	0.0000
20+ emp, Specialty stores	0	0.0000	1	0.0928
20+ emp, Catalog/direct/fuel dlrs	1	0.1028	0	0.0000
Finance/ins/re	42	4.3192	46	4.2703
04 Fin/ins/re est, est 20+ emp	2	0.2057	5	0.4642
Banks/finance	12	1.2341	12	1.1140
Insurance carriers	0	0.0000	0	0.0000
Ins brokers/agents	13	1.3369	11	1.0212
Real estate	17	1.7483	23	2.1352
20+ emp, Banks/finance	1	0.1028	2	0.1857
20+ emp, Insurance carriers	0	0.0000	0	0.0000
20+ emp, Ins brokers/agents	1	0.1028	1	0.0928
20+ emp, Real estate	0	0.0000	2	0.1857

	Port Washington Count	Port Washington Ratio / 1,000	Cedarburg Count	Cedarburg Ratio / 1,000
Services	172	17.6882	195	18.1025
04 Service est, est 20+ emp	18	1.8511	19	1.7638
Hotels/lodging	2	0.2057	2	0.1857
Dry cleaning/laundry	3	0.3085	3	0.2785
Beauty/barber shops	13	1.3369	11	1.0212
Other personal service	9	0.9255	10	0.9283
Advertising	3	0.3085	3	0.2785
Computer services	1	0.1028	4	0.3713
Other business service	4	0.4114	12	1.1140
Auto repair/services	9	0.9255	13	1.2068
Misc repair services	1	0.1028	5	0.4642
Motion pictures	2	0.2057	1	0.0928
Entertainment/recreation	10	1.0284	8	0.7427
Medical/health services	30	3.0852	33	3.0635
Hospitals	5	0.5142	7	0.6498
Legal services	14	1.4397	16	1.4853
Prim/secondary education	8	0.8227	6	0.5570
Colleges/universities	0	0.0000	0	0.0000
Other educ/libraries	3	0.3085	5	0.4642
Social services	21	2.1596	5	0.4642
Child care services	3	0.3085	3	0.2785
Museums/zoos	0	0.0000	2	0.1857
Membership orgs	12	1.2341	17	1.5782
Professional services	19	1.9539	29	2.6922
20+ emp, Hotels/lodging	1	0.1028	1	0.0928
20+ emp, Dry cleaning/laundry	0	0.0000	0	0.0000
20+ emp, Beauty/barber shops	0	0.0000	1	0.0928
20+ emp, Other personal service	0	0.0000	1	0.0928
20+ emp, Advertising	0	0.0000	0	0.0000
20+ emp, Computer services	0	0.0000	0	0.0000
20+ emp, Other business service	1	0.1028	0	0.0000
20+ emp, Auto repair/services	1	0.1028	0	0.0000
20+ emp, Misc repair services	0	0.0000	0	0.0000
20+ emp, Motion pictures	0	0.0000	0	0.0000
20+ emp, Entertainment/recreation	1	0.1028	0	0.0000
20+ emp, Medical/health services	1	0.1028	1	0.0928
20+ emp, Hospitals	1	0.1028	4	0.3713
20+ emp, Legal services	0	0.0000	1	0.0928
20+ emp, Prim/secondary education	7	0.7199	6	0.5570
20+ emp, Colleges/universities	0	0.0000	0	0.0000
20+ emp, Other educ/libraries	0	0.0000	0	0.0000
20+ emp, Social services	2	0.2057	2	0.1857
20+ emp, Child care services	1	0.1028	1	0.0928
20+ emp, Museums/zoos	0	0.0000	0	0.0000
20+ emp, Membership orgs	0	0.0000	0	0.0000
20+ emp, Professional services	2	0.2057	1	0.0928

Name	Port Washington Count	Port Washington Ratio / 1,000	Sheboygan Falls Count	Sheboygan Falls Ratio / 1,000
04 Population	9724	9.7240	6821	6.821
04 Establishments + 1	451	46.3801	212	31.0805
04 Employees + 70	5034	517.6882	2641	387.1866
20+ emp + 1	55	5.6561	26	3.8118
Retail + 1	81	8.3299	50	7.3303
04 Emp, Retail + 70	1079	110.9626	790	115.8188
04 Retail est, est 20+ emp + 1	14	1.4397	10	1.4661
Bldg mats/hrdwr/garden	5	0.5142	6	0.8796
General merchandise	0	0.0000	1	0.1466
Food markets + 1	1	0.1028	0	0.0000
C-stores	2	0.2057	3	0.4398
Other food stores	6	0.6170	3	0.4398
Auto dlrs/gas stations	7	0.7199	4	0.5864
Clothing stores	2	0.2057	4	0.5864
Furniture stores	2	0.2057	2	0.2932
Home furnishings	1	0.1028	1	0.1466
Electronics/computers	2	0.2057	0	0.0000
Music stores	1	0.1028	0	0.0000
Restaurants	14	1.4397	8	1.1728
Other food service	6	0.6170	1	0.1466
Bars	8	0.8227	5	0.7330
Drug stores	2	0.2057	0	0.0000
Liquor stores	0	0.0000	1	0.1466
Specialty stores	19	1.9539	7	1.0262
Catalog/direct/fuel dlrs	1	0.1028	1	0.1466
20+ emp, C-stores	0	0.0000	0	0.0000
20+ emp, Bldg mats/hrdwr/garden	0	0.0000	2	0.2932
20+ emp, General merchandise	0	0.0000	1	0.1466
20+ emp, Food markets + 1	1	0.1028	0	0.0000
20+ emp, Other food stores	0	0.0000	0	0.0000
20+ emp, Auto dlrs/gas stations	1	0.1028	1	0.1466
20+ emp, Clothing stores	0	0.0000	1	0.1466
20+ emp, Furniture stores	0	0.0000	0	0.0000
20+ emp, Home furnishings	0	0.0000	0	0.0000
20+ emp, Electronics/computers	0	0.0000	0	0.0000
20+ emp, Music stores	0	0.0000	0	0.0000
20+ emp, Restaurants	9	0.9255	4	0.5864
20+ emp, Other food service	1	0.1028	1	0.1466
20+ emp, Bars	0	0.0000	0	0.0000
20+ emp, Drug stores	1	0.1028	0	0.0000
20+ emp, Liquor stores	0	0.0000	0	0.0000
20+ emp, Specialty stores	0	0.0000	0	0.0000
20+ emp, Catalog/direct/fuel dlrs	1	0.1028	0	0.0000
Finance/ins/re	42	4.3192	19	2.7855
04 Fin/ins/re est, est 20+ emp	2	0.2057	0	0.0000
Banks/finance	12	1.2341	7	1.0262
Insurance carriers	0	0.0000	0	0.0000
Ins brokers/agents	13	1.3369	7	1.0262
Real estate	17	1.7483	5	0.7330
20+ emp, Banks/finance	1	0.1028	0	0.0000
20+ emp, Insurance carriers	0	0.0000	0	0.0000
20+ emp, Ins brokers/agents	1	0.1028	0	0.0000
20+ emp, Real estate	0	0.0000	0	0.0000

	Port Washington Count	Port Washington Ratio / 1,000	Sheboygan Falls Count	Sheboygan Falls Ratio / 1,000
Services	172	17.6882	79	11.5819
04 Service est, est 20+ emp	18	1.8511	6	0.8796
Hotels/lodging	2	0.2057	2	0.2932
Dry cleaning/laundry	3	0.3085	2	0.2932
Beauty/barber shops	13	1.3369	10	1.4661
Other personal service	9	0.9255	5	0.7330
Advertising	3	0.3085	0	0.0000
Computer services	1	0.1028	4	0.5864
Other business service	4	0.4114	4	0.5864
Auto repair/services	9	0.9255	4	0.5864
Misc repair services	1	0.1028	3	0.4398
Motion pictures	2	0.2057	0	0.0000
Entertainment/recreation	10	1.0284	1	0.1466
Medical/health services	30	3.0852	10	1.4661
Hospitals	5	0.5142	1	0.1466
Legal services	14	1.4397	1	0.1466
Prim/secondary education	8	0.8227	5	0.7330
Colleges/universities	0	0.0000	0	0.0000
Other educ/libraries	3	0.3085	2	0.2932
Social services	21	2.1596	3	0.4398
Child care services	3	0.3085	3	0.4398
Museums/zoos	0	0.0000	0	0.0000
Membership orgs	12	1.2341	12	1.7593
Professional services	19	1.9539	7	1.0262
20+ emp, Hotels/lodging	1	0.1028	0	0.0000
20+ emp, Dry cleaning/laundry	0	0.0000	0	0.0000
20+ emp, Beauty/barber shops	0	0.0000	0	0.0000
20+ emp, Other personal service	0	0.0000	0	0.0000
20+ emp, Advertising	0	0.0000	0	0.0000
20+ emp, Computer services	0	0.0000	0	0.0000
20+ emp, Other business service	1	0.1028	0	0.0000
20+ emp, Auto repair/services	1	0.1028	0	0.0000
20+ emp, Misc repair services	0	0.0000	0	0.0000
20+ emp, Motion pictures	0	0.0000	0	0.0000
20+ emp, Entertainment/recreation	1	0.1028	0	0.0000
20+ emp, Medical/health services	1	0.1028	0	0.0000
20+ emp, Hospitals	1	0.1028	1	0.1466
20+ emp, Legal services	0	0.0000	0	0.0000
20+ emp, Prim/secondary education	7	0.7199	4	0.5864
20+ emp, Colleges/universities	0	0.0000	0	0.0000
20+ emp, Other educ/libraries	0	0.0000	0	0.0000
20+ emp, Social services	2	0.2057	0	0.0000
20+ emp, Child care services	1	0.1028	1	0.1466
20+ emp, Museums/zoos	0	0.0000	0	0.0000
20+ emp, Membership orgs	0	0.0000	0	0.0000
20+ emp, Professional services	2	0.2057	0	0.0000

Name	Port Washington Count	Port Washington Ratio / 1,000	Sturgeon Bay Count	Sturgeon Bay Ratio / 1,000
04 Population	9724	9.7240	16877	16.877
04 Establishments + 1	451	46.3801	1205	71.3989
04 Employees + 70	5034	517.6882	11375	673.9942
20+ emp + 1	55	5.6561	117	6.9325
Retail + 1	81	8.3299	279	16.5314
04 Emp, Retail + 70	1079	110.9626	2870	170.0539
04 Retail est, est 20+ emp + 1	14	1.4397	36	2.1331
Bldg mats/hrdwr/garden	5	0.5142	17	1.0073
General merchandise	0	0.0000	6	0.3555
Food markets + 1	1	0.1028	2	0.1185
C-stores	2	0.2057	12	0.7110
Other food stores	6	0.6170	13	0.7703
Auto dlrs/gas stations	7	0.7199	35	2.0738
Clothing stores	2	0.2057	13	0.7703
Furniture stores	2	0.2057	8	0.4740
Home furnishings	1	0.1028	10	0.5925
Electronics/computers	2	0.2057	7	0.4148
Music stores	1	0.1028	0	0.0000
Restaurants	14	1.4397	46	2.7256
Other food service	6	0.6170	6	0.3555
Bars	8	0.8227	13	0.7703
Drug stores	2	0.2057	2	0.1185
Liquor stores	0	0.0000	1	0.0593
Specialty stores	19	1.9539	75	4.4439
Catalog/direct/fuel dlrs	1	0.1028	1	0.0593
20+ emp, C-stores	0	0.0000	0	0.0000
20+ emp, Bldg mats/hrdwr/garden	0	0.0000	2	0.1185
20+ emp, General merchandise	0	0.0000	3	0.1778
20+ emp, Food markets + 1	1	0.1028	1	0.0593
20+ emp, Other food stores	0	0.0000	1	0.0593
20+ emp, Auto dlrs/gas stations	1	0.1028	8	0.4740
20+ emp, Clothing stores	0	0.0000	0	0.0000
20+ emp, Furniture stores	0	0.0000	0	0.0000
20+ emp, Home furnishings	0	0.0000	0	0.0000
20+ emp, Electronics/computers	0	0.0000	0	0.0000
20+ emp, Music stores	0	0.0000	0	0.0000
20+ emp, Restaurants	9	0.9255	18	1.0665
20+ emp, Other food service	1	0.1028	0	0.0000
20+ emp, Bars	0	0.0000	0	0.0000
20+ emp, Drug stores	1	0.1028	1	0.0593
20+ emp, Liquor stores	0	0.0000	0	0.0000
20+ emp, Specialty stores	0	0.0000	2	0.1185
20+ emp, Catalog/direct/fuel dlrs	1	0.1028	0	0.0000
Finance/ins/re	42	4.3192	95	5.6290
04 Fin/ins/re est, est 20+ emp	2	0.2057	4	0.2370
Banks/finance	12	1.2341	24	1.4221
Insurance carriers	0	0.0000	1	0.0593
Ins brokers/agents	13	1.3369	24	1.4221
Real estate	17	1.7483	46	2.7256
20+ emp, Banks/finance	1	0.1028	2	0.1185
20+ emp, Insurance carriers	0	0.0000	0	0.0000
20+ emp, Ins brokers/agents	1	0.1028	0	0.0000
20+ emp, Real estate	0	0.0000	2	0.1185

	Port Washington Count	Port Washington Ratio / 1,000	Sturgeon Bay Count	Sturgeon Bay Ratio / 1,000
Services	172	17.6882	478	28.3226
04 Service est, est 20+ emp	18	1.8511	38	2.2516
Hotels/lodging	2	0.2057	50	2.9626
Dry cleaning/laundry	3	0.3085	12	0.7110
Beauty/barber shops	13	1.3369	18	1.0665
Other personal service	9	0.9255	14	0.8295
Advertising	3	0.3085	4	0.2370
Computer services	1	0.1028	3	0.1778
Other business service	4	0.4114	35	2.0738
Auto repair/services	9	0.9255	33	1.9553
Misc repair services	1	0.1028	9	0.5333
Motion pictures	2	0.2057	5	0.2963
Entertainment/recreation	10	1.0284	23	1.3628
Medical/health services	30	3.0852	90	5.3327
Hospitals	5	0.5142	14	0.8295
Legal services	14	1.4397	25	1.4813
Prim/secondary education	8	0.8227	11	0.6518
Colleges/universities	0	0.0000	1	0.0593
Other educ/libraries	3	0.3085	6	0.3555
Social services	21	2.1596	27	1.5998
Child care services	3	0.3085	7	0.4148
Museums/zoos	0	0.0000	2	0.1185
Membership orgs	12	1.2341	50	2.9626
Professional services	19	1.9539	39	2.3108
20+ emp, Hotels/lodging	1	0.1028	9	0.5333
20+ emp, Dry cleaning/laundry	0	0.0000	0	0.0000
20+ emp, Beauty/barber shops	0	0.0000	0	0.0000
20+ emp, Other personal service	0	0.0000	0	0.0000
20+ emp, Advertising	0	0.0000	0	0.0000
20+ emp, Computer services	0	0.0000	0	0.0000
20+ emp, Other business service	1	0.1028	6	0.3555
20+ emp, Auto repair/services	1	0.1028	0	0.0000
20+ emp, Misc repair services	0	0.0000	0	0.0000
20+ emp, Motion pictures	0	0.0000	0	0.0000
20+ emp, Entertainment/recreation	1	0.1028	1	0.0593
20+ emp, Medical/health services	1	0.1028	4	0.2370
20+ emp, Hospitals	1	0.1028	5	0.2963
20+ emp, Legal services	0	0.0000	1	0.0593
20+ emp, Prim/secondary education	7	0.7199	6	0.3555
20+ emp, Colleges/universities	0	0.0000	0	0.0000
20+ emp, Other educ/libraries	0	0.0000	0	0.0000
20+ emp, Social services	2	0.2057	2	0.1185
20+ emp, Child care services	1	0.1028	1	0.0593
20+ emp, Museums/zoos	0	0.0000	0	0.0000
20+ emp, Membership orgs	0	0.0000	2	0.1185
20+ emp, Professional services	2	0.2057	1	0.0593

Name	Port Washington Count	Port Washington Ratio / 1,000	Fond du Lac Count	Fond du Lac Ratio / 1,000
04 Population	9724	9.7240	40913	40.913
04 Establishments + 1	451	46.3801	2130	52.0617
04 Employees + 70	5034	517.6882	29235	714.5651
20+ emp + 1	55	5.6561	301	7.3571
Retail + 1	81	8.3299	459	11.2189
04 Emp, Retail + 70	1079	110.9626	6035	147.5081
04 Retail est, est 20+ emp + 1	14	1.4397	81	1.9798
Bldg mats/hrdwr/garden	5	0.5142	21	0.5133
General merchandise	0	0.0000	12	0.2933
Food markets + 1	1	0.1028	8	0.1955
C-stores	2	0.2057	13	0.3177
Other food stores	6	0.6170	17	0.4155
Auto dlrs/gas stations	7	0.7199	43	1.0510
Clothing stores	2	0.2057	25	0.6111
Furniture stores	2	0.2057	9	0.2200
Home furnishings	1	0.1028	14	0.3422
Electronics/computers	2	0.2057	16	0.3911
Music stores	1	0.1028	3	0.0733
Restaurants	14	1.4397	67	1.6376
Other food service	6	0.6170	17	0.4155
Bars	8	0.8227	35	0.8555
Drug stores	2	0.2057	6	0.1467
Liquor stores	0	0.0000	3	0.0733
Specialty stores	19	1.9539	131	3.2019
Catalog/direct/fuel dlrs	1	0.1028	6	0.1467
20+ emp, C-stores	0	0.0000	1	0.0244
20+ emp, Bldg mats/hrdwr/garden	0	0.0000	4	0.0978
20+ emp, General merchandise	0	0.0000	5	0.1222
20+ emp, Food markets + 1	1	0.1028	4	0.0978
20+ emp, Other food stores	0	0.0000	3	0.0733
20+ emp, Auto dlrs/gas stations	1	0.1028	6	0.1467
20+ emp, Clothing stores	0	0.0000	3	0.0733
20+ emp, Furniture stores	0	0.0000	0	0.0000
20+ emp, Home furnishings	0	0.0000	0	0.0000
20+ emp, Electronics/computers	0	0.0000	1	0.0244
20+ emp, Music stores	0	0.0000	0	0.0000
20+ emp, Restaurants	9	0.9255	40	0.9777
20+ emp, Other food service	1	0.1028	5	0.1222
20+ emp, Bars	0	0.0000	1	0.0244
20+ emp, Drug stores	1	0.1028	1	0.0244
20+ emp, Liquor stores	0	0.0000	0	0.0000
20+ emp, Specialty stores	0	0.0000	5	0.1222
20+ emp, Catalog/direct/fuel dlrs	1	0.1028	2	0.0489
Finance/ins/re	42	4.3192	259	6.3305
04 Fin/ins/re est, est 20+ emp	2	0.2057	17	0.4155
Banks/finance	12	1.2341	63	1.5399
Insurance carriers	0	0.0000	2	0.0489
Ins brokers/agents	13	1.3369	97	2.3709
Real estate	17	1.7483	97	2.3709
20+ emp, Banks/finance	1	0.1028	9	0.2200
20+ emp, Insurance carriers	0	0.0000	0	0.0000
20+ emp, Ins brokers/agents	1	0.1028	3	0.0733
20+ emp, Real estate	0	0.0000	5	0.1222

	Port Washington Count	Port Washington Ratio / 1,000	Fond du Lac Count	Fond du Lac Ratio / 1,000
Services	172	17.6882	898	21.9490
04 Service est, est 20+ emp	18	1.8511	103	2.5175
Hotels/lodging	2	0.2057	14	0.3422
Dry cleaning/laundry	3	0.3085	12	0.2933
Beauty/barber shops	13	1.3369	49	1.1977
Other personal service	9	0.9255	32	0.7821
Advertising	3	0.3085	6	0.1467
Computer services	1	0.1028	13	0.3177
Other business service	4	0.4114	64	1.5643
Auto repair/services	9	0.9255	62	1.5154
Misc repair services	1	0.1028	13	0.3177
Motion pictures	2	0.2057	13	0.3177
Entertainment/recreation	10	1.0284	33	0.8066
Medical/health services	30	3.0852	236	5.7683
Hospitals	5	0.5142	26	0.6355
Legal services	14	1.4397	43	1.0510
Prim/secondary education	8	0.8227	25	0.6111
Colleges/universities	0	0.0000	3	0.0733
Other educ/libraries	3	0.3085	11	0.2689
Social services	21	2.1596	88	2.1509
Child care services	3	0.3085	17	0.4155
Museums/zoos	0	0.0000	3	0.0733
Membership orgs	12	1.2341	69	1.6865
Professional services	19	1.9539	66	1.6132
20+ emp, Hotels/lodging	1	0.1028	5	0.1222
20+ emp, Dry cleaning/laundry	0	0.0000	2	0.0489
20+ emp, Beauty/barber shops	0	0.0000	0	0.0000
20+ emp, Other personal service	0	0.0000	1	0.0244
20+ emp, Advertising	0	0.0000	0	0.0000
20+ emp, Computer services	0	0.0000	0	0.0000
20+ emp, Other business service	1	0.1028	9	0.2200
20+ emp, Auto repair/services	1	0.1028	4	0.0978
20+ emp, Misc repair services	0	0.0000	0	0.0000
20+ emp, Motion pictures	0	0.0000	1	0.0244
20+ emp, Entertainment/recreation	1	0.1028	9	0.2200
20+ emp, Medical/health services	1	0.1028	9	0.2200
20+ emp, Hospitals	1	0.1028	16	0.3911
20+ emp, Legal services	0	0.0000	0	0.0000
20+ emp, Prim/secondary education	7	0.7199	19	0.4644
20+ emp, Colleges/universities	0	0.0000	3	0.0733
20+ emp, Other educ/libraries	0	0.0000	1	0.0244
20+ emp, Social services	2	0.2057	12	0.2933
20+ emp, Child care services	1	0.1028	4	0.0978
20+ emp, Museums/zoos	0	0.0000	0	0.0000
20+ emp, Membership orgs	0	0.0000	5	0.1222
20+ emp, Professional services	2	0.2057	3	0.0733

Name	Port Washington Count	Port Washington Ratio / 1,000	Red Wing Count	Red Wing Ratio / 1,000
04 Population	9724	9.7240	14782	14.782
04 Establishments + 1	451	46.3801	881	59.5995
04 Employees + 70	5034	517.6882	11654	788.3913
20+ emp + 1	55	5.6561	111	7.5091
Retail + 1	81	8.3299	227	15.3565
04 Emp, Retail + 70	1079	110.9626	2698	182.5193
04 Retail est, est 20+ emp + 1	14	1.4397	38	2.5707
Bldg mats/hrdwr/garden	5	0.5142	9	0.6088
General merchandise	0	0.0000	9	0.6088
Food markets + 1	1	0.1028	6	0.4059
C-stores	2	0.2057	7	0.4735
Other food stores	6	0.6170	10	0.6765
Auto dlrs/gas stations	7	0.7199	16	1.0824
Clothing stores	2	0.2057	16	1.0824
Furniture stores	2	0.2057	5	0.3382
Home furnishings	1	0.1028	13	0.8794
Electronics/computers	2	0.2057	4	0.2706
Music stores	1	0.1028	3	0.2029
Restaurants	14	1.4397	26	1.7589
Other food service	6	0.6170	6	0.4059
Bars	8	0.8227	6	0.4059
Drug stores	2	0.2057	4	0.2706
Liquor stores	0	0.0000	5	0.3382
Specialty stores	19	1.9539	75	5.0737
Catalog/direct/fuel dlrs	1	0.1028	0	0.0000
20+ emp, C-stores	0	0.0000	0	0.0000
20+ emp, Bldg mats/hrdwr/garden	0	0.0000	1	0.0676
20+ emp, General merchandise	0	0.0000	2	0.1353
20+ emp, Food markets + 1	1	0.1028	4	0.2706
20+ emp, Other food stores	0	0.0000	1	0.0676
20+ emp, Auto dlrs/gas stations	1	0.1028	4	0.2706
20+ emp, Clothing stores	0	0.0000	1	0.0676
20+ emp, Furniture stores	0	0.0000	0	0.0000
20+ emp, Home furnishings	0	0.0000	1	0.0676
20+ emp, Electronics/computers	0	0.0000	1	0.0676
20+ emp, Music stores	0	0.0000	0	0.0000
20+ emp, Restaurants	9	0.9255	12	0.8118
20+ emp, Other food service	1	0.1028	1	0.0676
20+ emp, Bars	0	0.0000	1	0.0676
20+ emp, Drug stores	1	0.1028	2	0.1353
20+ emp, Liquor stores	0	0.0000	0	0.0000
20+ emp, Specialty stores	0	0.0000	7	0.4735
20+ emp, Catalog/direct/fuel dlrs	1	0.1028	0	0.0000
Finance/ins/re	42	4.3192	88	5.9532
04 Fin/ins/re est, est 20+ emp	2	0.2057	6	0.4059
Banks/finance	12	1.2341	23	1.5559
Insurance carriers	0	0.0000	1	0.0676
Ins brokers/agents	13	1.3369	31	2.0971
Real estate	17	1.7483	33	2.2324
20+ emp, Banks/finance	1	0.1028	3	0.2029
20+ emp, Insurance carriers	0	0.0000	0	0.0000
20+ emp, Ins brokers/agents	1	0.1028	1	0.0676
20+ emp, Real estate	0	0.0000	2	0.1353

	Port Washington Count	Port Washington Ratio / 1,000	Red Wing Count	Red Wing Ratio / 1,000
Services	172	17.6882	349	23.6098
04 Service est, est 20+ emp	18	1.8511	30	2.0295
Hotels/lodging	2	0.2057	12	0.8118
Dry cleaning/laundry	3	0.3085	9	0.6088
Beauty/barber shops	13	1.3369	23	1.5559
Other personal service	9	0.9255	17	1.1500
Advertising	3	0.3085	1	0.0676
Computer services	1	0.1028	11	0.7441
Other business service	4	0.4114	19	1.2853
Auto repair/services	9	0.9255	21	1.4206
Misc repair services	1	0.1028	12	0.8118
Motion pictures	2	0.2057	8	0.5412
Entertainment/recreation	10	1.0284	12	0.8118
Medical/health services	30	3.0852	53	3.5854
Hospitals	5	0.5142	13	0.8794
Legal services	14	1.4397	27	1.8265
Prim/secondary education	8	0.8227	12	0.8118
Colleges/universities	0	0.0000	1	0.0676
Other educ/libraries	3	0.3085	5	0.3382
Social services	21	2.1596	31	2.0971
Child care services	3	0.3085	2	0.1353
Museums/zoos	0	0.0000	1	0.0676
Membership orgs	12	1.2341	39	2.6383
Professional services	19	1.9539	20	1.3530
20+ emp, Hotels/lodging	1	0.1028	4	0.2706
20+ emp, Dry cleaning/laundry	0	0.0000	2	0.1353
20+ emp, Beauty/barber shops	0	0.0000	0	0.0000
20+ emp, Other personal service	0	0.0000	0	0.0000
20+ emp, Advertising	0	0.0000	0	0.0000
20+ emp, Computer services	0	0.0000	1	0.0676
20+ emp, Other business service	1	0.1028	1	0.0676
20+ emp, Auto repair/services	1	0.1028	0	0.0000
20+ emp, Misc repair services	0	0.0000	0	0.0000
20+ emp, Motion pictures	0	0.0000	0	0.0000
20+ emp, Entertainment/recreation	1	0.1028	2	0.1353
20+ emp, Medical/health services	1	0.1028	2	0.1353
20+ emp, Hospitals	1	0.1028	7	0.4735
20+ emp, Legal services	0	0.0000	0	0.0000
20+ emp, Prim/secondary education	7	0.7199	6	0.4059
20+ emp, Colleges/universities	0	0.0000	1	0.0676
20+ emp, Other educ/libraries	0	0.0000	0	0.0000
20+ emp, Social services	2	0.2057	4	0.2706
20+ emp, Child care services	1	0.1028	0	0.0000
20+ emp, Museums/zoos	0	0.0000	0	0.0000
20+ emp, Membership orgs	0	0.0000	0	0.0000
20+ emp, Professional services	2	0.2057	0	0.0000

Name	Port Washington Count	Port Washington Ratio / 1,000	Stillwater Count	Stillwater Ratio / 1,000
04 Population	9724	9.7240	16609	16.609
04 Establishments + 1	451	46.3801	983	59.1848
04 Employees + 70	5034	517.6882	10484	631.2240
20+ emp + 1	55	5.6561	110	6.6229
Retail + 1	81	8.3299	194	11.6804
04 Emp, Retail + 70	1079	110.9626	2190	131.8562
04 Retail est, est 20+ emp + 1	14	1.4397	28	1.6858
Bldg mats/hrdwr/garden	5	0.5142	11	0.6623
General merchandise	0	0.0000	3	0.1806
Food markets + 1	1	0.1028	5	0.3010
C-stores	2	0.2057	4	0.2408
Other food stores	6	0.6170	15	0.9031
Auto dlrs/gas stations	7	0.7199	7	0.4215
Clothing stores	2	0.2057	10	0.6021
Furniture stores	2	0.2057	8	0.4817
Home furnishings	1	0.1028	4	0.2408
Electronics/computers	2	0.2057	7	0.4215
Music stores	1	0.1028	1	0.0602
Restaurants	14	1.4397	19	1.1440
Other food service	6	0.6170	7	0.4215
Bars	8	0.8227	3	0.1806
Drug stores	2	0.2057	1	0.0602
Liquor stores	0	0.0000	5	0.3010
Specialty stores	19	1.9539	78	4.6962
Catalog/direct/fuel dlrs	1	0.1028	2	0.1204
20+ emp, C-stores	0	0.0000	0	0.0000
20+ emp, Bldg mats/hrdwr/garden	0	0.0000	2	0.1204
20+ emp, General merchandise	0	0.0000	1	0.0602
20+ emp, Food markets + 1	1	0.1028	3	0.1806
20+ emp, Other food stores	0	0.0000	2	0.1204
20+ emp, Auto dlrs/gas stations	1	0.1028	2	0.1204
20+ emp, Clothing stores	0	0.0000	0	0.0000
20+ emp, Furniture stores	0	0.0000	0	0.0000
20+ emp, Home furnishings	0	0.0000	0	0.0000
20+ emp, Electronics/computers	0	0.0000	0	0.0000
20+ emp, Music stores	0	0.0000	0	0.0000
20+ emp, Restaurants	9	0.9255	12	0.7225
20+ emp, Other food service	1	0.1028	1	0.0602
20+ emp, Bars	0	0.0000	1	0.0602
20+ emp, Drug stores	1	0.1028	1	0.0602
20+ emp, Liquor stores	0	0.0000	0	0.0000
20+ emp, Specialty stores	0	0.0000	3	0.1806
20+ emp, Catalog/direct/fuel dlrs	1	0.1028	0	0.0000
Finance/ins/re	42	4.3192	98	5.9004
04 Fin/ins/re est, est 20+ emp	2	0.2057	7	0.4215
Banks/finance	12	1.2341	31	1.8665
Insurance carriers	0	0.0000	0	0.0000
Ins brokers/agents	13	1.3369	24	1.4450
Real estate	17	1.7483	43	2.5890
20+ emp, Banks/finance	1	0.1028	2	0.1204
20+ emp, Insurance carriers	0	0.0000	0	0.0000
20+ emp, Ins brokers/agents	1	0.1028	1	0.0602
20+ emp, Real estate	0	0.0000	4	0.2408

	Port Washington Count	Port Washington Ratio / 1,000	Stillwater Count	Stillwater Ratio / 1,000
Services	172	17.6882	484	29.1408
04 Service est, est 20+ emp	18	1.8511	45	2.7094
Hotels/lodging	2	0.2057	16	0.9633
Dry cleaning/laundry	3	0.3085	5	0.3010
Beauty/barber shops	13	1.3369	17	1.0235
Other personal service	9	0.9255	17	1.0235
Advertising	3	0.3085	4	0.2408
Computer services	1	0.1028	7	0.4215
Other business service	4	0.4114	30	1.8062
Auto repair/services	9	0.9255	17	1.0235
Misc repair services	1	0.1028	12	0.7225
Motion pictures	2	0.2057	3	0.1806
Entertainment/recreation	10	1.0284	27	1.6256
Medical/health services	30	3.0852	145	8.7302
Hospitals	5	0.5142	11	0.6623
Legal services	14	1.4397	40	2.4083
Prim/secondary education	8	0.8227	9	0.5419
Colleges/universities	0	0.0000	0	0.0000
Other educ/libraries	3	0.3085	4	0.2408
Social services	21	2.1596	29	1.7460
Child care services	3	0.3085	5	0.3010
Museums/zoos	0	0.0000	2	0.1204
Membership orgs	12	1.2341	36	2.1675
Professional services	19	1.9539	48	2.8900
20+ emp, Hotels/lodging	1	0.1028	2	0.1204
20+ emp, Dry cleaning/laundry	0	0.0000	0	0.0000
20+ emp, Beauty/barber shops	0	0.0000	1	0.0602
20+ emp, Other personal service	0	0.0000	1	0.0602
20+ emp, Advertising	0	0.0000	0	0.0000
20+ emp, Computer services	0	0.0000	0	0.0000
20+ emp, Other business service	1	0.1028	1	0.0602
20+ emp, Auto repair/services	1	0.1028	1	0.0602
20+ emp, Misc repair services	0	0.0000	0	0.0000
20+ emp, Motion pictures	0	0.0000	0	0.0000
20+ emp, Entertainment/recreation	1	0.1028	7	0.4215
20+ emp, Medical/health services	1	0.1028	6	0.3612
20+ emp, Hospitals	1	0.1028	6	0.3612
20+ emp, Legal services	0	0.0000	1	0.0602
20+ emp, Prim/secondary education	7	0.7199	9	0.5419
20+ emp, Colleges/universities	0	0.0000	0	0.0000
20+ emp, Other educ/libraries	0	0.0000	0	0.0000
20+ emp, Social services	2	0.2057	4	0.2408
20+ emp, Child care services	1	0.1028	0	0.0000
20+ emp, Museums/zoos	0	0.0000	0	0.0000
20+ emp, Membership orgs	0	0.0000	3	0.1806
20+ emp, Professional services	2	0.2057	3	0.1806

	Port Washington		Cedarburg		Fond du Lac	
Average Annual Expenditures	**$49,386**		**$57,369**		**$42,865**	
Food Expenditures	**$6,191**	**12.5%**	**$7,030**	**12.3%**	**$5,565**	**13.0%**
Food Expenditures At Home	**$3,385**	**6.9%**	**$3,779**	**6.6%**	**$3,155**	**7.4%**
Cereal/Bakery	$500	14.8%	$564	14.9%	$463	14.7%
Meat, Poultry, Fish, Eggs	$841	24.8%	$927	24.5%	$795	25.2%
Dairy	$351	10.4%	$390	10.3%	$331	10.5%
Fruit, Vegetables	$606	17.9%	$685	18.1%	$560	17.8%
Other Food At Home	$1,087	32.1%	$1,213	32.1%	$1,006	31.9%
Food Expenditures Away	**$2,806**	**5.7%**	**$3,251**	**5.7%**	**$2,410**	**5.6%**
Breakfast	$188	6.7%	$215	6.6%	$166	6.9%
Lunch	$963	34.3%	$1,116	34.3%	$826	34.3%
Dinner	$1,418	50.5%	$1,644	50.6%	$1,213	50.3%
Snacks, Non-Alchlc Beverages	$238	8.5%	$275	8.5%	$204	8.5%
Alcoholic Beverages	**$478**	**1.0%**	**$562**	**1.0%**	**$411**	**1.0%**
Tobacco Products	**$333**	**0.7%**	**$340**	**0.6%**	**$341**	**0.8%**
Housing	**$15,400**	**31.2%**	**$17,859**	**31.1%**	**$13,515**	**31.5%**
Shelter	$9,088	59.0%	$10,684	59.8%	$7,876	58.3%
Mortgage Interest, Charges	$3,881	25.2%	$4,777	26.7%	$3,033	22.4%
Property Taxes	$1,525	9.9%	$1,864	10.4%	$1,250	9.3%
Rental Dwelling Costs	$1,922	12.5%	$1,914	10.7%	$2,120	15.7%
Other Lodging	$615	4.0%	$778	4.4%	$481	3.6%
Maintenance, Insurance,Other	$1,145	7.4%	$1,351	7.6%	$993	7.3%

	Port Washington		Cedarburg		Fond du Lac	
Utilities, Fuels, Public Svcs	**$2,880**	**5.8%**	**$3,190**	**5.6%**	**$2,691**	**6.3%**
Natural Gas	$343	11.9%	$384	12.0%	$319	11.9%
Electricity	$1,032	35.8%	$1,135	35.6%	$980	36.4%
Oil, Other Heating Fuels	$105	3.6%	$120	3.8%	$96	3.6%
Water, Sewer, Refuse	$352	12.2%	$389	12.2%	$325	12.1%
Telephone Services	$1,048	36.4%	$1,162	36.4%	$970	36.1%
Household Operation	$801	27.8%	$927	29.1%	$704	26.2%
Personal Domestic Services	$352	12.2%	$389	12.2%	$325	12.1%
Other Hshld Expenses	$450	15.6%	$538	16.9%	$379	14.1%
Home, Garden Supplies	**$711**	**1.4%**	**$755**	**1.3%**	**$644**	**1.5%**
Laundry, Cleaning	$133	18.7%	$143	18.9%	$129	20.0%
Other Hshld, Garden Products	$409	57.6%	$424	56.2%	$364	56.5%
Postage, Stationery	$169	23.8%	$188	24.9%	$152	23.5%
Furnishings & Equipment	**$1,920**	**3.9%**	**$2,304**	**4.0%**	**$1,599**	**3.7%**
Household Textiles	$176	9.2%	$213	9.2%	$147	9.2%
Furniture	$490	25.5%	$605	26.3%	$391	24.5%
Floor Coverings	$49	2.5%	$57	2.5%	$42	2.6%
Major Appliances	$240	12.5%	$280	12.2%	$204	12.8%
Small Appliances & Wares	$133	6.9%	$161	7.0%	$113	7.1%
Misc Household Equipment	$833	43.4%	$988	42.9%	$701	43.8%
Apparel & Services	**$2,118**	**4.3%**	**$2,502**	**4.4%**	**$1,817**	**4.2%**
Men, 16+ Years	$396	18.7%	$478	19.1%	$329	18.1%
Boys, 2 to 15 Years	$100	4.7%	$116	4.6%	$89	4.9%
Women, 16+ Years	$702	33.2%	$830	33.2%	$605	33.3%
Girls, 2 To 15 Years	$148	7.0%	$173	6.9%	$129	7.1%
Children Under 2 Years	$101	4.8%	$118	4.7%	$89	4.9%
Footwear	$365	17.2%	$417	16.7%	$322	17.7%
Other Products & Services	$305	14.4%	$370	14.8%	$256	14.1%
Transportation	**$9,422**	**19.1%**	**$10,705**	**18.7%**	**$8,289**	**19.3%**
Vehicle Purchases	$4,496	47.7%	$5,072	47.4%	$3,973	47.9%
New Cars & Trucks	$2,202	23.4%	$2,602	24.3%	$1,851	22.3%
Used Cars & Trucks	$2,173	23.1%	$2,340	21.9%	$2,022	24.4%
Other Vehicles	$121	1.3%	$130	1.2%	$101	1.2%
Gasoline & Motor Oil	$1,415	**2.9%**	$1,581	**2.8%**	$1,280	**3.0%**

	Port Washington		Cedarburg		Fond du Lac	
Other Vehicle Expenditures	**$3,024**	**6.1%**	**$3,467**	**6.0%**	**$2,630**	**6.1%**
Finance Charges	$512	16.9%	$586	16.9%	$437	16.6%
Insurance	$1,049	34.7%	$1,181	34.1%	$945	35.9%
Rental, Leasing, Licensing	$623	20.6%	$744	21.5%	$506	19.3%
Maintenance & Repairs	$839	27.7%	$955	27.6%	$741	28.2%
Public Transportation	**$488**	**1.0%**	**$585**	**1.0%**	**$405**	**0.9%**
Health Care	**$2,540**	**5.1%**	**$2,806**	**4.9%**	**$2,416**	**5.6%**
Insurance	$1,236	48.7%	$1,359	48.4%	$1,186	49.1%
Medical Services	$703	27.7%	$797	28.4%	$629	26.0%
Drugs	$490	19.3%	$524	18.7%	$496	20.5%
Medical Supplies	$111	4.4%	$127	4.5%	$105	4.4%
Entertainment	**$2,628**	**5.3%**	**$3,128**	**5.5%**	**$2,181**	**5.1%**
Fees & Admissions	$715	27.2%	$890	28.5%	$560	25.7%
TV, Radio , Sound Equipment	$781	29.7%	$876	28.0%	$709	32.5%
Pets, Toys, Play Equipment	$472	18.0%	$536	17.1%	$410	18.8%
Other Enterainment Supplies	$661	25.1%	$827	26.4%	$502	23.0%
Personal Care Products	**$627**	**1.3%**	**$716**	**1.2%**	**$559**	**1.3%**
Reading Materials	**$152**	**0.3%**	**$175**	**0.3%**	**$134**	**0.3%**
Education	**$868**	**1.8%**	**$1,086**	**1.9%**	**$703**	**1.6%**
Miscellaneous Services	**$962**	**1.9%**	**$1,092**	**1.9%**	**$854**	**2.0%**
Cash Contributions	**$1,615**	**3.3%**	**$1,919**	**3.3%**	**$1,361**	**3.2%**
Personal Insurance & Pensions	**$6,053**	**12.3%**	**$7,449**	**13.0%**	**$4,719**	**11.0%**
Personal Insurance	$494	8.2%	$592	7.9%	$414	8.8%
Pensions & Retirement Funds	$5,559	91.8%	$6,857	92.1%	$4,304	91.2%

	Port Washington		Sheboygan Falls		Sturgeon Bay	
Average Annual Expenditures	**$49,386**		**$48,234**		**$42,149**	
Food Expenditures	**$6,191**	**12.5%**	**$6,127**	**12.7%**	**$5,537**	**13.1%**
Food Expenditures At Home	**$3,385**	**6.9%**	**$3,405**	**7.1%**	**$3,182**	**7.6%**
Cereal/Bakery	$500	14.8%	$501	14.7%	$468	14.7%
Meat, Poultry, Fish, Eggs	$841	24.8%	$851	25.0%	$805	25.3%
Dairy	$351	10.4%	$355	10.4%	$335	10.5%
Fruit, Vegetables	$606	17.9%	$607	17.8%	$566	17.8%
Other Food At Home	$1,087	32.1%	$1,091	32.0%	$1,009	31.7%
Food Expenditures Away	**$2,806**	**5.7%**	**$2,722**	**5.6%**	**$2,354**	**5.6%**
Breakfast	$188	6.7%	$184	6.8%	$166	7.0%
Lunch	$963	34.3%	$933	34.3%	$806	34.2%
Dinner	$1,418	50.5%	$1,375	50.5%	$1,183	50.2%
Snacks, Non-Alchlc Beverages	$238	8.5%	$230	8.5%	$200	8.5%
Alcoholic Beverages	**$478**	**1.0%**	**$465**	**1.0%**	**$406**	**1.0%**
Tobacco Products	**$333**	**0.7%**	**$351**	**0.7%**	**$348**	**0.8%**
Housing	**$15,400**	**31.2%**	**$15,081**	**31.3%**	**$13,393**	**31.8%**
Shelter	$9,088	59.0%	$8,849	58.7%	$7,809	58.3%
Mortgage Interest, Charges	$3,881	25.2%	$3,632	24.1%	$2,882	21.5%
Property Taxes	$1,525	9.9%	$1,448	9.6%	$1,227	9.2%
Rental Dwelling Costs	$1,922	12.5%	$2,082	13.8%	$2,244	16.8%
Other Lodging	$615	4.0%	$570	3.8%	$472	3.5%
Maintenance, Insurance,Other	$1,145	7.4%	$1,117	7.4%	$984	7.3%

	Port Washington		Sheboygan Falls		Sturgeon Bay	
Utilities, Fuels, Public Svcs	**$2,880**	**5.8%**	**$2,900**	**6.0%**	**$2,706**	**6.4%**
Natural Gas	$343	11.9%	$346	11.9%	$323	11.9%
Electricity	$1,032	35.8%	$1,045	36.0%	$993	36.7%
Oil, Other Heating Fuels	$105	3.6%	$104	3.6%	$97	3.6%
Water, Sewer, Refuse	$352	12.2%	$353	12.2%	$324	12.0%
Telephone Services	$1,048	36.4%	$1,052	36.3%	$970	35.8%
Household Operation	$801	27.8%	$784	27.0%	$699	25.8%
Personal Domestic Services	$352	12.2%	$353	12.2%	$324	12.0%
Other Hshld Expenses	$450	15.6%	$431	14.9%	$375	13.9%
Home, Garden Supplies	**$711**	**1.4%**	**$705**	**1.5%**	**$616**	**1.5%**
Laundry, Cleaning	$133	18.7%	$135	19.2%	$130	21.2%
Other Hshld, Garden Products	$409	57.6%	$403	57.1%	$338	54.9%
Postage, Stationery	$169	23.8%	$167	23.7%	$148	24.0%
Furnishings & Equipment	**$1,920**	**3.9%**	**$1,843**	**3.8%**	**$1,564**	**3.7%**
Household Textiles	$176	9.2%	$169	9.2%	$146	9.4%
Furniture	$490	25.5%	$460	25.0%	$383	24.5%
Floor Coverings	$49	2.5%	$48	2.6%	$41	2.6%
Major Appliances	$240	12.5%	$233	12.6%	$198	12.7%
Small Appliances & Wares	$133	6.9%	$129	7.0%	$113	7.2%
Misc Household Equipment	$833	43.4%	$804	43.7%	$683	43.7%
Apparel & Services	**$2,118**	**4.3%**	**$2,055**	**4.3%**	**$1,793**	**4.3%**
Men, 16+ Years	$396	18.7%	$379	18.4%	$322	18.0%
Boys, 2 to 15 Years	$100	4.7%	$99	4.8%	$88	4.9%
Women, 16+ Years	$702	33.2%	$681	33.1%	$601	33.5%
Girls, 2 To 15 Years	$148	7.0%	$145	7.1%	$127	7.1%
Children Under 2 Years	$101	4.8%	$100	4.9%	$88	4.9%
Footwear	$365	17.2%	$359	17.4%	$315	17.6%
Other Products & Services	$305	14.4%	$292	14.2%	$253	14.1%
Transportation	**$9,422**	**19.1%**	**$9,299**	**19.3%**	**$8,066**	**19.1%**
Vehicle Purchases	$4,496	47.7%	$4,453	47.9%	$3,845	47.7%
New Cars & Trucks	$2,202	23.4%	$2,135	23.0%	$1,773	22.0%
Used Cars & Trucks	$2,173	23.1%	$2,201	23.7%	$1,981	24.6%
Other Vehicles	$121	1.3%	$118	1.3%	$90	1.1%
Gasoline & Motor Oil	$1,415	**2.9%**	$1,412	**2.9%**	$1,264	**3.0%**

	Port Washington		Sheboygan Falls		Sturgeon Bay	
Other Vehicle Expenditures	**$3,024**	**6.1%**	**$2,968**	**6.2%**	**$2,561**	**6.1%**
Finance Charges	$512	16.9%	$501	16.9%	$418	16.3%
Insurance	$1,049	34.7%	$1,048	35.3%	$931	36.3%
Rental, Leasing, Licensing	$623	20.6%	$593	20.0%	$483	18.9%
Maintenance & Repairs	$839	27.7%	$827	27.9%	$730	28.5%
Public Transportation	**$488**	**1.0%**	**$466**	**1.0%**	**$396**	**0.9%**
Health Care	**$2,540**	**5.1%**	**$2,589**	**5.4%**	**$2,448**	**5.8%**
Insurance	$1,236	48.7%	$1,263	48.8%	$1,202	49.1%
Medical Services	$703	27.7%	$701	27.1%	$620	25.3%
Drugs	$490	19.3%	$511	19.7%	$518	21.2%
Medical Supplies	$111	4.4%	$114	4.4%	$108	4.4%
Entertainment	**$2,628**	**5.3%**	**$2,514**	**5.2%**	**$2,115**	**5.0%**
Fees & Admissions	$715	27.2%	$666	26.5%	$540	25.5%
TV, Radio , Sound Equipment	$781	29.7%	$779	31.0%	$702	33.2%
Pets, Toys, Play Equipment	$472	18.0%	$462	18.4%	$395	18.7%
Other Enterainment Supplies	$661	25.1%	$607	24.1%	$478	22.6%
Personal Care Products	**$627**	**1.3%**	**$619**	**1.3%**	**$556**	**1.3%**
Reading Materials	**$152**	**0.3%**	**$149**	**0.3%**	**$134**	**0.3%**
Education	**$868**	**1.8%**	**$807**	**1.7%**	**$699**	**1.7%**
Miscellaneous Services	**$962**	**1.9%**	**$950**	**2.0%**	**$843**	**2.0%**
Cash Contributions	**$1,615**	**3.3%**	**$1,558**	**3.2%**	**$1,337**	**3.2%**
Personal Insurance & Pensions	**$6,053**	**12.3%**	**$5,670**	**11.8%**	**$4,474**	**10.6%**
Personal Insurance	$494	8.2%	$475	8.4%	$408	9.1%
Pensions & Retirement Funds	$5,559	91.8%	$5,195	91.6%	$4,067	90.9%

	Port Washington		Red Wing		Stillwater	
Average Annual Expenditures	**$49,386**		**$48,191**		**$58,475**	
Food Expenditures	**$6,191**	**12.5%**	**$6,138**	**12.7%**	**$7,189**	**12.3%**
Food Expenditures At Home	**$3,385**	**6.9%**	**$3,422**	**7.1%**	**$3,875**	**6.6%**
Cereal/Bakery	$500	14.8%	$505	14.8%	$578	14.9%
Meat, Poultry, Fish, Eggs	$841	24.8%	$855	25.0%	$952	24.6%
Dairy	$351	10.4%	$357	10.4%	$401	10.3%
Fruit, Vegetables	$606	17.9%	$611	17.9%	$701	18.1%
Other Food At Home	$1,087	32.1%	$1,093	31.9%	$1,244	32.1%
Food Expenditures Away	**$2,806**	**5.7%**	**$2,716**	**5.6%**	**$3,314**	**5.7%**
Breakfast	$188	6.7%	$185	6.8%	$220	6.6%
Lunch	$963	34.3%	$932	34.3%	$1,138	34.3%
Dinner	$1,418	50.5%	$1,369	50.4%	$1,676	50.6%
Snacks, Non-Alchlc Beverages	$238	8.5%	$230	8.5%	$281	8.5%
Alcoholic Beverages	**$478**	**1.0%**	**$466**	**1.0%**	**$572**	**1.0%**
Tobacco Products	**$333**	**0.7%**	**$349**	**0.7%**	**$353**	**0.6%**
Housing	**$15,400**	**31.2%**	**$15,138**	**31.4%**	**$18,212**	**31.1%**
Shelter	$9,088	59.0%	$8,908	58.8%	$10,877	59.7%
Mortgage Interest, Charges	$3,881	25.2%	$3,619	23.9%	$4,833	26.5%
Property Taxes	$1,525	9.9%	$1,462	9.7%	$1,888	10.4%
Rental Dwelling Costs	$1,922	12.5%	$2,124	14.0%	$2,000	11.0%
Other Lodging	$615	4.0%	$581	3.8%	$784	4.3%
Maintenance, Insurance,Other	$1,145	7.4%	$1,121	7.4%	$1,373	7.5%

	Port Washington		Red Wing		Stillwater	
Utilities, Fuels, Public Svcs	**$2,880**	**5.8%**	**$2,908**	**6.0%**	**$3,274**	**5.6%**
Natural Gas	$343	11.9%	$346	11.9%	$394	12.0%
Electricity	$1,032	35.8%	$1,052	36.2%	$1,166	35.6%
Oil, Other Heating Fuels	$105	3.6%	$106	3.6%	$123	3.8%
Water, Sewer, Refuse	$352	12.2%	$352	12.1%	$399	12.2%
Telephone Services	$1,048	36.4%	$1,052	36.2%	$1,193	36.4%
Household Operation	$801	27.8%	$788	27.1%	$946	28.9%
Personal Domestic Services	$352	12.2%	$352	12.1%	$399	12.2%
Other Hshld Expenses	$450	15.6%	$435	15.0%	$546	16.7%
Home, Garden Supplies	**$711**	**1.4%**	**$690**	**1.4%**	**$777**	**1.3%**
Laundry, Cleaning	$133	18.7%	$136	19.7%	$147	18.9%
Other Hshld, Garden Products	$409	57.6%	$389	56.3%	$438	56.3%
Postage, Stationery	$169	23.8%	$166	24.0%	$193	24.8%
Furnishings & Equipment	**$1,920**	**3.9%**	**$1,845**	**3.8%**	**$2,339**	**4.0%**
Household Textiles	$176	9.2%	$169	9.2%	$215	9.2%
Furniture	$490	25.5%	$464	25.1%	$612	26.2%
Floor Coverings	$49	2.5%	$47	2.6%	$58	2.5%
Major Appliances	$240	12.5%	$232	12.6%	$286	12.2%
Small Appliances & Wares	$133	6.9%	$130	7.0%	$164	7.0%
Misc Household Equipment	$833	43.4%	$802	43.5%	$1,004	42.9%
Apparel & Services	**$2,118**	**4.3%**	**$2,066**	**4.3%**	**$2,545**	**4.4%**
Men, 16+ Years	$396	18.7%	$381	18.5%	$484	19.0%
Boys, 2 to 15 Years	$100	4.7%	$99	4.8%	$119	4.7%
Women, 16+ Years	$702	33.2%	$689	33.3%	$846	33.2%
Girls, 2 To 15 Years	$148	7.0%	$145	7.0%	$176	6.9%
Children Under 2 Years	$101	4.8%	$99	4.8%	$119	4.7%
Footwear	$365	17.2%	$357	17.3%	$425	16.7%
Other Products & Services	$305	14.4%	$296	14.3%	$375	14.8%
Transportation	**$9,422**	**19.1%**	**$9,197**	**19.1%**	**$10,938**	**18.7%**
Vehicle Purchases	$4,496	47.7%	$4,395	47.8%	$5,188	47.4%
New Cars & Trucks	$2,202	23.4%	$2,118	23.0%	$2,645	24.2%
Used Cars & Trucks	$2,173	23.1%	$2,165	23.5%	$2,411	22.0%
Other Vehicles	$121	1.3%	$111	1.2%	$133	1.2%
Gasoline & Motor Oil	$1,415	**2.9%**	$1,397	**2.9%**	$1,616	**2.8%**

	Port Washington		Red Wing		Stillwater	
Other Vehicle Expenditures	**$3,024**	**6.1%**	**$2,936**	**6.1%**	**$3,539**	**6.1%**
Finance Charges	$512	16.9%	$491	16.7%	$598	16.9%
Insurance	$1,049	34.7%	$1,035	35.3%	$1,209	34.2%
Rental, Leasing, Licensing	$623	20.6%	$589	20.0%	$756	21.4%
Maintenance & Repairs	$839	27.7%	$821	28.0%	$977	27.6%
Public Transportation	**$488**	**1.0%**	**$470**	**1.0%**	**$595**	**1.0%**
Health Care	**$2,540**	**5.1%**	**$2,588**	**5.4%**	**$2,882**	**4.9%**
Insurance	$1,236	48.7%	$1,265	48.9%	$1,396	48.4%
Medical Services	$703	27.7%	$693	26.8%	$815	28.3%
Drugs	$490	19.3%	$515	19.9%	$541	18.8%
Medical Supplies	$111	4.4%	$115	4.4%	$130	4.5%
Entertainment	**$2,628**	**5.3%**	**$2,514**	**5.2%**	**$3,178**	**5.4%**
Fees & Admissions	$715	27.2%	$672	26.7%	$900	28.3%
TV, Radio , Sound Equipment	$781	29.7%	$777	30.9%	$897	28.2%
Pets, Toys, Play Equipment	$472	18.0%	$456	18.1%	$547	17.2%
Other Enterainment Supplies	$661	25.1%	$610	24.3%	$834	26.2%
Personal Care Products	**$627**	**1.3%**	**$620**	**1.3%**	**$732**	**1.3%**
Reading Materials	**$152**	**0.3%**	**$150**	**0.3%**	**$179**	**0.3%**
Education	**$868**	**1.8%**	**$842**	**1.7%**	**$1,099**	**1.9%**
Miscellaneous Services	**$962**	**1.9%**	**$942**	**2.0%**	**$1,114**	**1.9%**
Cash Contributions	**$1,615**	**3.3%**	**$1,551**	**3.2%**	**$1,947**	**3.3%**
Personal Insurance & Pensions	**$6,053**	**12.3%**	**$5,630**	**11.7%**	**$7,534**	**12.9%**
Personal Insurance	$494	8.2%	$477	8.5%	$601	8.0%
Pensions & Retirement Funds	$5,559	91.8%	$5,153	91.5%	$6,933	92.0%