City of Port Washington
North Breakwater Lighthouse
Common Council
May 16th, 2017
Lewis and his two grandchildren—Janette and Genevieve—who lived with them for six years.

A federally funded breakwater project began in 1931 and was finished in 1935. The new breakwater cost about
A wonderful combination of New England charm and rich history

Port Washington welcomes you. Things slow down some in winter, but the charm and hospitality of this lakeside town can be experienced year-round.

Port Washington is a town that you can park your car and walk. Visit our specialty shops, galleries, and fine dining, including the Dullas Trading Company store, and a delightful flower shop. Look for specialty foods, check out an old-fashioned butcher shop and a second hand store, or quench your thirst at an artisan bakery. Shop to and wash up at any of our great restaurants, the casual to fine dining, and enjoy the charming historic setting.

Don’t miss the new Port Washington Pier Light. A highly sensitive siren that will alert the whole family. Leave your Lake Michigan, sitting on the pier, alive, while having a lot of fun.

You can play outside in Port Washington too. There is a haunted house! There is a state park, and a unique system in parks that offer trails for cross-country skiing, snow mobiling and hiking—bring your binoculars! You can rent a fat tire bike and ride on the beach—even in the snow. You can be breathtaking views everywhere you turn. Make sure you bring your camera—one winter provides dramatic photo opportunities!

To take advantage of everything we have to offer, spend a few days. Our island restaurants offer off-season packages, compensated by wonderful hospitality. They will provide you with a perfectly cozy place to warm up after your outdoor adventure. Cold enough for you? Outside what is great pinetrees?

Call the Port Washington Visitors’ Center at (906) 734-9999, log on to portwashington.com, or find us on Facebook, for more information on events and activities.
City brand identity...

PORT WASHINGTON
Your Home Port

PORT WASHINGTON
HARBORVIEW
8K

JAVA DOCK

Harbor City
PLUMBING

262-689-4042
The Process...

• North Breakwater Lighthouse, previously owned by U.S. Coast Guard (USCG), scheduled for divestment in 2016

• Process administered by General Services Administration (GSA)

• Review and scoring of Applications by the National Park Service (NPS)

• Recommendations made to Department of the Interior (final authority)

• Application process open to municipalities, organizations, individuals (initial deadline of 12/25/15; subsequent extension offered to early 2016)

• Applications submitted graded based upon established scoring system, with highest-scored applicant being offered conveyance of asset

• Local municipality submission scored similarly (not an automatic)

• “Final decision” made “relatively soon” after application deadline
The Basics...

• Individual or entity taking conveyance must allow for Coast Guard access to maintain light, must not impede navigational function, must maintain, cannot move asset

• Individual or entity does assume responsibility for and control of access to, planning for, use of asset

• Partnership (on conveyance) with separate organization is possibility
  
  • With North Breakwater Lighthouse, nonprofit organization based in Michigan – Geek Group – submitted Letter of Interest and expressed intent to apply for conveyance
  
  • Subsequent outreach was made to Geek Group leadership in effort to open dialogue, learn more, explore partnership
  
  • Outreach was well-received and personal meeting held in Michigan, but organization not interested in partnership with city – hence, decision made to proceed with our own application
The “Why?”…

• Lighthouse is truly a community icon, part of maritime past and a treasured historical and cultural asset

• Part of community collection of “critical mass” of historical assets – and commitment to their sustainable preservation

• Uniqueness of the asset is a community differentiator – one of only two architecturally throughout all of the Great Lakes

• Very real (albeit difficult to quantify) economic impact for Main Street businesses
  • lighthouse aficionados travel nationwide
  • “day travel” often based upon differentiating elements of “place” – and this is one of those differentiating elements
  • pedestrian counts evidence of local affinity: average of 600 unique breakwater visitors daily in August and September 2016

• Direct connection to overall breakwater repair, public access efforts

• Integral to City trademark and businesses, too
Community engagement

• Established North Breakwater Lighthouse Preservation Team – outstanding group more than 30 city residents, staff, partner organization and community stakeholder members who volunteered time and talent and led overall city efforts forward!

• Core group of 6-8 crafting actual Application, compiling substantiating information and documentation, and preparing initial plans for fundraising, public access, marketing, and actual repair work
  • hundreds of hours of work on behalf of community!

• Active outreach through personal conversations; Public Information Meeting (2015); presentations to partner organizations; connection with local, County, State and Federal electeds

• Public survey generated over 500 unique responses, including nearly 300 personal comments (often relaying very personal experiences!)

• Broad-based community stakeholder, partner advocacy – around 40 Letters of Support submitted as part of Application
Initial outcomes

• Application submitted January 2016
• Review Team pronounced it a “very impressive application” – among the most impressive ever received – and granted “Tentative Approval” in early March
• “Tentative Approval” came with five (5) pages of additional requirements (clarifications, additional documentation, etc.)
• Re-submission in late April
• Reviewer feedback to resubmission was “excellent” with confirmation every question or request for more information was addressed
• NPS recommendation made to Department of Interior (DOI) in late May
• Letter from Secretary of DOI announcing approval of transfer in late July
• Recommendation flows to GSA for consultation with USCG, USACE, and Wisconsin Historical Society on various elements of work (deed transfer, lease application, development/management plan)
Moving to a (final!) outcome

• All materials have been submitted and received!
• Final review of Development/Management Plan and Outlot Agreement by USACE to begin very soon
• “Period of Consideration” to last one to two months
• Final offer of conveyance – and that outcome has been described as “certain” – to City likely within next four months
• Timeframe should allow for necessary pre-winter 2017 repair work
• Use this time to complete necessary background work
  • National Register of Historic Places application (submitted in April)
  • Preservation Plan development (draft expected in June)
• Focus on fundraising, storytelling, community engagement, public access planning, curriculum development, partnership opportunities
• Explore connections, best practices with other lighthouse communities
Initial investments

• Time (hundreds of hours) and talent commitment of North Breakwater Lighthouse Preservation Team members = priceless
• Time (and talent!) commitment of City staff, leadership
• City commitment of financial resources for completion of National Register of Historic Places Nomination = $1,800
• City commitment of financial resources for Preservation Plan development = $18,000
• Main Street commitment of financial resources for exterior lighting
• Port Washington State Bank commitment to fully fund lighthouse ornament fundraising effort
• Investment of business partners, community in fundraising efforts
• Other related investments (i.e. City commitment of financial resources to trademark logo and tagline as part of branding efforts)
Future investments

• No direct fee to “acquire” (take conveyance)

• Repairs will be required in the near-term to make asset weathertight
  - Interior clean-up
  - Port-hole window replacement = $25,000
  - Small holes in steel roof
  - Ladder rung repair
  - Concrete base clean-up (painting?)

• More significant longer-term preservation work will be required
  - Exterior painting = $500,000 -- $1,000,000

• Other “enhancement” work is envisioned but cost TBD
  - External lighting to showcase structure
  - Public access improvements
How will we pay for it?

- Must be able to demonstrate ability to raise funds for necessary near-term repairs and long-term preservation, maintenance
  - Nearer-term fundraising efforts have met with initial success
    - lighthouse ornament = approximately $14,000
    - lighthouse cash collection = leverage visitor spending, connection
  - Vision for longer-term funding needs: fund procurement (i.e. grants), private investments, community fundraising, foundation development
  - Leadership gifts can set stage for other significant investment
  - Planned/legacy giving affords opportunity to connect with generational transfer of financial resources
  - Gift match opportunities via “Friends of Port Parks & Rec” 501(c)3

- In short, while we will fund short-term repairs, funding for significant longer-term commitments is currently an unknown
... and how YOU can help!

- Help spread the word about our efforts
  - Build the narrative through social media
  - Generate public engagement and support at the grass roots
  - Share YOUR lighthouse story!
- Tell us your good ideas – we don’t have them all!
- Get involved – do you have time and talent to lend to the cause?
- Consider a tax-deductible monetary gift to the “Lighthouse Preservation Fund” support repair and preservation efforts – and encourage others to do the same