



821 Broughton Drive Sheboygan, WI 53081

MPF COMMITTEE REPORT

Tuesday May 6th 2025

Seasonal Slips

Up to October 15, 2024

Slip Rentals: \$247,043.91

Launch Fees: \$38,312.32

The Landing: \$2,108

Transient Slip Rentals: \$67,655.00

Gas Sales: \$112,100.02

Diesel Sales: \$61,595.42

Up to May 1, 2025

Slip Rentals: \$278,527.51

Launch Fees: \$6,407.44

The Landing: \$14,756

Transient Slip Rentals: \$8,998.24

Gas Sales: 639.81

Diesel Sales: \$0.00

Occupancy Total Slip Count: 2024

117/230=50%

Occupancy Lost vs New Tenants 2025

Departed: 13

New Tenants: 24

Total: 128/230

Riverfront Revenue 2024

Slip Rentals: 57,629.94

Riverfront Revenue 2025

Slip Rentals:\$74,680.00

Detailed overview of all sales can be seen on the attached document

Marketing and Sales

As seen above, the marina has welcomed 24 new tenants. Marketing has been steady on the marina website and marina Facebook page. The season has now started so I expect the Facebook page to be more active as the season progresses. Sales for Annual Launch Passes has been positive – the marina is utilizing both online and in person passes, one note on this is all of this information will be tracked, so next year when a returning annual boat launch tenant comes to get their new pass; it is going to be saved in the system already.

Maintenance and Operations

The marina has hired 3 out of 4 of the same dockhands as last year. Overall feedback on the dockhands from last year was positive and it provides a familiar face to the tenants. The marina has purchased new solar lights for the Riverfront slips; these lights will go in the docks as it is difficult to see at night and early morning – the south side will be complete first. Updated signage mimicking what is already on the North side has also been added to the South side stating a variation of “boaters only beyond this point”.



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Amenities

The food trucks will start their visits to the marina in May. The marina has also worked with some local restaurants, hotels, and car rental companies to better serve tenants and transient boaters; providing discounts when booking or visiting these locations. This program is only viable for tenants and transients. To start the season, there will be a boating safety course hosted by the Coast Guard scheduled for early June.

Customer Feedback

Looking back on the previous year, one of the major complaints of all customers was the availability of food at the marina. This has been addressed through food trucks. Lodging and transportation was also an area of concern, but also one addressed by the marina. Public outrage regarding in-person annual passes has also been addressed with the marina now accepting in-person passes. The new management program has had positive feedback, the availability of paying by check, card, or ACH has made processing easier. Contracts are all sent directly from the Molo program and can be signed with a simple check mark, voiding the need to print the contract fill out all the information the marina already has on file.

Improvements for the Marina

The marina will operate on a 6AM to 8PM schedule for the upcoming season. The Riverfront will be more closely monitored for transient boaters looking for a free night of dockage. Dockhands will be checking the slips via a "dock walk". Our updated marina management system will alleviate confusion that happened last year with transient dockage. Dockage can be booked online or by calling the marina, a feature not present in the previous program. Updated marina rates for the Marina and Riverfront have also been applied this off-season.

Safety

A new gate closer has been added to the main gate at the marina, allowing it to automatically close and not remain open if someone forgets to close it manually. The structure of the gate is in the works to be adjusted but took more time than anticipated to get ready. Dock boxes filled with spare boom have been added to F dock and A dock. The closest location for oil spill response was located at the fuel dock previously. Now there are 3 locations in which dockhands or tenants can use the spill kits.



MARINA

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Total Slip Revenue HCM

Revenue by Item					
1/1/2025 to 5/1/2025					
Created: 05/01/2025 11:06 AM					
Harbor Centre Marina					
Item	Amount	Quantity	Discounts	After Discounts	
45 Foot Slip (Full Season)	\$37589.36	10	\$0.00	\$37589.36	
40 Foot Slip (Full Season)	\$33635.25	11	\$0.00	\$33635.25	
35 Foot (Full Season)	\$103950.00	45	(\$2510)	\$101440.00	
Sports Port (Full Season)	\$500.00	1	\$0.00	\$500.00	
T-Dock (Full Season)	\$9020.00	2	\$0.00	\$9020.00	
30 Foot Slip (Full Season)	\$89884.56	48	\$0.00	\$89884.56	
30 Foot Slip (Half Season)	\$936.00	1	\$0.00	\$936.00	
AT ADDITIONAL SLIP	\$812.34	2	\$0.00	\$812.34	
Discount Slip (Full Season)	\$2200.00	2	\$0.00	\$2200.00	
Total	\$278527.51		(\$2510)	\$276017.51	

*credit applied, tenant moved to River

Revenue by Item					
1/1/2025 to 5/1/2025					
Created: 05/01/2025 11:20 AM					
Riverfront Marina					
Item	Amount	Quantity	Discounts	After Discounts	
25-29 Foot Slip (Full Season)	\$17900.00	8	\$0.00	\$17900.00	
30-34 Foot Slip (Full Season)	\$25800.00	11	\$0.00	\$25800.00	
Discount Slip (Full Season)	\$7700.00	7	\$0.00	\$7700.00	
35-39 Foot Slip (Full Season)	\$17500.00	7	\$0.00	\$17500.00	
Additional Dockage 500	\$3500.00	7	\$0.00	\$3500.00	
30-34 Foot Slip (Monthly)	\$2530.00	1	(\$2437.05)	\$92.95	
25-29 Foot Slip (Half Season)	\$1000.00	1	\$0.00	\$1000.00	
35-39 Foot Slip (Half Season)	-\$1250.00	-1	\$0.00	-\$1250.00	
Total	\$74680.00		(\$2437.05)	\$72242.95	



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Total Revenue All Items

Revenue by Item				
1/1/2025 to 5/1/2025				
Created: 05/01/2025 11:15 AM				
Harbor Centre Marina				
Item	Amount	Quantity	Discounts	After Discounts
45 Foot Slip (Full Season)	\$37589.36	10	\$0.00	\$37589.36
40 Foot Slip (Full Season)	\$33635.25	11	\$0.00	\$33635.25
35 Foot (Full Season)	\$103950.00	45	(\$2510)	\$101440.00
Daily Rental Rate	\$15000.00	25	(\$6000)	\$9000.00
Sports Port (Full Season)	\$500.00	1	\$0.00	\$500.00
T-Dock (Full Season)	\$9020.00	2	\$0.00	\$9020.00
30 Foot Slip (Full Season)	\$89884.56	48	\$0.00	\$89884.56
CC Fee	\$2735.22	171	\$0.00	\$2735.22
Transient 0-79'	\$8481.60	126	\$0.00	\$8481.60
Harbor Centre Navy Sweater	\$120.00	6	\$0.00	\$120.00
Dog Bowl	\$5.00	1	\$0.00	\$5.00
Small Purses	\$10.00	1	\$0.00	\$10.00
Beach Bags	\$1.00	0.1	\$0.00	\$1.00
White Rectangular Picture Fram	\$10.00	1	\$0.00	\$10.00
Coffee "Blue" Mug	\$5.00	1	\$0.00	\$5.00
Summer Waves Cup	\$5.00	1	\$0.00	\$5.00
Lake Michigan Sign	\$20.00	2	\$0.00	\$20.00
Seasonal Rewards (Platinum)	\$1600.00	4	\$0.00	\$1600.00
Navy Sweatshirts	\$20.00	1	\$0.00	\$20.00
Ivory Long Sleeve T	\$60.00	6	\$0.00	\$60.00
Resident Annual Launch Pass	\$2161.06	38	\$0.00	\$2161.06
Non-Resident Annual Launch Pa	\$3582.90	54	\$0.00	\$3582.90
Coffee "The Landing" mug	\$5.00	1	\$0.00	\$5.00
30 Foot Slip (Half Season)	\$936.00	1	\$0.00	\$936.00
Coffee "Tan" Mug	\$5.00	1	\$0.00	\$5.00
Hard Water Spot Remover	\$8.00	1	\$0.00	\$8.00
Pure Wax	\$9.00	1	\$0.00	\$9.00
87 E10 Gas Fuel	\$639.81	131.183	\$0.00	\$639.81
Ice Bag 7 Lb	\$21.00	6	(\$3.5)	\$17.50
fire extinguisher	\$25.00	1	\$0.00	\$25.00
Life Lake Sign	\$10.00	1	\$0.00	\$10.00
The Lake Sheboygan Sign	\$10.00	1	\$0.00	\$10.00
AT ADDITIONAL SLIP	\$812.34	2	\$0.00	\$812.34
HC Sheboygan Navy Sweatshirt	\$200.00	10	\$0.00	\$200.00
HC Off Navy Sweatshirt	\$20.00	1	\$0.00	\$20.00
Water Proofing	\$16.00	1	\$0.00	\$16.00
Light PurpleShortSleeve T	\$10.00	1	\$0.00	\$10.00
Nantucket Red Long Sleeve T	\$10.00	1	\$0.00	\$10.00
Resident Annual Launch Pass	\$966.79	16	\$0.00	\$966.79
Discount Slip (Full Season)	\$2200.00	2	\$0.00	\$2200.00
Daily Launch Pass	\$227.40	30	\$0.00	\$227.40
Non-Electric Transient	\$150.00	5	\$0.00	\$150.00
Total	\$314677.29		(\$8513.5)	\$306163.79