



MARINA

821 Broughton Drive Sheboygan, WI 53081

MPF COMMITTEE REPORT

Tuesday February 4th 2025

Seasonal Slips

Up to October 1, 2025

The Landing: \$2,108

Up to February 1, 2025

The Landing: \$14,756

Marketing and Sales

As of early January, all contracts for the marina seasonal tenants have been sent out. Each tenant will have until March 31, 2025 to complete payment, sign the contract, and provide the updated insurance requirements for the marina. The marina has started a social media page via Facebook which provides timely updates for the marina on upcoming events and anything new with reservations for transients and seasonal boaters.

Maintenance and Operations

The marina has moved forward with the Molo Marina Management program. So far, there have been no issues or complaints from tenants or transient boaters. All boat inquiries can be taken over the phone or via a link for bookings. We also have the availability of charger per foot. All information for boaters will be saved to their profile and including payment which will alleviate time at the fuel dock, they will simply need to provide their name and slip number and the marina can automatically charge their account on file. All deicers have been placed throughout the marina and Pat and Mark continue to monitor the docks through the off season and make any necessary adjustments as needed. The marina is also not allowing ice fisherman to access the docks in the off season as was 'allegedly' allowed in previous years.

Amenities

The marina has been diligently working with outside vendors. The upcoming season will include food trucks at the marina operating from Friday to Sunday (to start). These trucks will be strategically placed in front of the marina and a benefit to tenants and the city residents of Sheboygan. These days are a starting point for the hours of operations but can change (increase) as the season goes on. 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. The marina is also looking into providing more social events at the marina; serving tenants and city residents. To start the season, there will be a boating safety course hosted by the Coast Guard.

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.



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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” upon starting their schedule and ending their day. Our updated marina management system will alleviate confusion that happen last year with transient dockage. Updated marina rates for the Marina and Riverfront have also been applied this off-season.

Safety

The marina is looking into the main gate used to enter the marina. Although the gate is designed to keep people from entering the marina, it is not sufficient enough to keep unwanted guests from entering the marina. Mark and Pat are working on a budget friendly way to improve the main gate entrance to the marina.