



**FOR IMMEDIATE RELEASE**

**Date:** November 15, 2023

**Contact:** Casey Bradley, City Administrator

**Email:** [Casey.Bradley@sheboyganwi.gov](mailto:Casey.Bradley@sheboyganwi.gov)

**Phone:** 920.459.3317

**FOR IMMEDIATE RELEASE**

**City of Sheboygan Unveils Ambitious Lakefront and Marina Revitalization Initiatives**

**Sheboygan, Wisconsin - November 15, 2023** - The City of Sheboygan is embarking on a transformative journey to revitalize its iconic lakefront and marina, breathing new life into a cherished community asset. While aware of many current challenges, the City is committed to creating an exciting, accessible, and vibrant lakeside destination.

Aging infrastructure and recurring annual damage to docks have necessitated significant capital reinvestment in the marina facility. Estimates indicate an investment requirement of \$11M to \$13M to sustain marina operations while maintaining 250 slips. The Harbor Centre Marina, since its inception in 1993, has faced challenges in meeting revenue projections and demand, making it a fiscal burden for taxpayers.

In a proactive move, the City will collaborate with a consultant to envision a brighter future for the marina and lakefront area. This visionary project will kick off in the upcoming year, and the community will play a pivotal role in shaping the new direction. The City's focus is to create accessible lakefront amenities that cater to a wider audience, aligning with its commitment to enhance the quality of life and make Sheboygan an attractive place to work, live, and recreate.

In line with this forward-looking approach, the City of Sheboygan has decided not to renew its management agreement with F3 Marine, effective as of 12/31/23. The City acknowledges F3's invaluable service over the past decade and appreciates their professionalism in managing marina operations. Given the evolving circumstances, continuing the existing management under the uncertainty of future changes would not be equitable to their business.

The City is well aware of the concerns within the boating community regarding the marina's future and actively encourages their involvement in the shaping of this exciting transition. Sheboygan currently manages all boat slip facilities along the Sheboygan River and plans to extend this model to the Harbor Centre Marina. Recognizing the significance of high-quality marine facilities for both recreational and charter-based boating, the City is dedicated to enhancing its waterfront areas, focusing on public access and activation.

We invite the public to stay tuned for future updates and announcements related to this remarkable transformation. Public engagement is a cornerstone of our mission to create a new vision for Sheboygan's lakefront and marina. In addition to

**Casey Bradley**  
**City Administrator**

CITY HALL  
828 CENTER AVE.  
SHEBOYGAN, WI 53081

920-459-3315  
[www.sheboyganwi.gov](http://www.sheboyganwi.gov)



**FOR IMMEDIATE RELEASE**

**Date:** November 15, 2023

**Contact:** Casey Bradley, City Administrator

**Email:** [Casey.Bradley@sheboyganwi.gov](mailto:Casey.Bradley@sheboyganwi.gov)

**Phone:** 920.459.3317

this, the City will develop a comprehensive plan that encompasses public and open spaces, housing and commercial development opportunities, zoning, land use, and more.

The City of Sheboygan is excited about the positive changes ahead, and we look forward to sharing this journey with our community. Together, we will shape a brighter future for Sheboygan's lakefront, creating a space that everyone can enjoy and be proud of.

###

**Casey Bradley**  
**City Administrator**

CITY HALL  
828 CENTER AVE.  
SHEBOYGAN, WI 53081

920-459-3315  
[www.sheboyganwi.gov](http://www.sheboyganwi.gov)