



MARINA

821 Broughton Drive Sheboygan, WI 53081

## MPF COMMITTEE REPORT

Tuesday August 5th 2025

### Seasonal Slips

#### Up to May 1, 2025

Slip Rentals: \$265,377.09  
Launch Fees: \$6,407.44  
The Landing: \$14,56.00  
Transient Slip Rentals: \$8,998.24  
Gas Sales: \$639.81  
Diesel Sales: \$0.00

#### Up to July 28, 2025

Slip Rentals: \$279,090.43  
Launch Fees: \$28,505.56  
The Landing: \$18,500  
Transient Slip Rentals: \$39,635.90  
Gas Sales: \$75,648.08  
Diesel Sales: \$40,958.81

#### Occupancy Total Slip Count: 2025

Total: 128/230=55.65%

#### Occupancy Lost vs New Tenants 2025

Total: 136/230=59.10%

#### Riverfront Revenue 2024

Slip Rentals: \$74,680.00

#### Riverfront Revenue 2025

Slip Rentals: \$77,592.95

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

### 2023 – August 2024



821 Broughton Drive Sheboygan, WI 53081

## MPF COMMITTEE REPORT

Tuesday August 6th 2024

### Seasonal Slips

#### Up to June 2023

Slip Rentals: 101,621.17  
Launch Fees: 11,367.00  
Transient Slip Rentals: 5,197.70  
Gas Sales: 15,997.89  
Diesel Sales: 10,444.31

#### Up to August 1<sup>st</sup>, 2023

Slip Rentals: \$238,118.94  
Launch Fees: \$24,322.50  
Transient Slip Rentals: \$51,271.71  
Gas Sales: \$117,404.78  
Diesel Sales: \$58,030.85

#### Up to June 1<sup>st</sup>, 2024

Slip Rentals: \$220,290.50  
Launch Fees: 4,896.68  
Transient Slip Rentals: 6,090.00  
Gas Sales: 15,647.73  
Diesel Sales: 4,744.33

#### Up to August 1<sup>st</sup>, 2024

Slip Rentals: \$243,669.92  
Launch Fees: \$14,147.62  
Transient Slip Rentals: \$47,082.00  
Gas Sales: \$75,421.50  
Diesel Sales: \$31,638.23



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## **MPF COMMITTEE REPORT**

Tuesday August 5th 2025

### **Marketing and Sales**

As seen above, the marina has welcomed 5 new tenants to the marina since the last report. Sales for Annual Launch and daily launch passes have been steady. There has been some issue with what is “required” information which will be addressed in the off season to make the process a smoother transition. The marina also allows daily and annual bookings to be done over the phone or in person. Once this profile is saved to the system, it can be used for all future bookings. For example, I had one gentleman sign up who was not tech friendly; he has his credit card saved on file, when he goes out to launch for the day he simply text me the day of the launch and we charge his credit card.

### **Maintenance and Operations**

3 returning dockhands joined the marina this year. The marina purchased a better power washer this year and it was extremely beneficial for completing all the docks – last year only about a 3<sup>rd</sup> of the docks were complete; this year, all docks were complete by June. The marina has purchased new corner fenders for the river which have been installed. New fuel processing system is easy to use through Molo and provides simple, accurate tracking. Plants were purchased and strategically set throughout the marina entrances and in rental areas. The marina will most likely do away with the 6am shift next year and operate from 8a-8pm. The later shift has been very beneficial for boaters for fuel and assisting transients for docking.

### **Amenities**

Only about two food trucks have been to the marina. While it is great to have their presence, the marina did anticipate more showing up. Showers and the captain’s lounge continue to be closely monitored by dockhands. There were a few issues with the internet out on the docks but the City of Sheboygan IT department was quick to alleviate these issues. The large freezer previously used for ice at the fuel dock (which no one picked up there) has been moved to the marina back office. Tenants now have the availability of placing their fish or other frozen goods in this cooler – with the understanding this is not 24/7 access (like the fridge).

### **Customer Feedback**

In comparison to last year, negative customer feedback has been almost non-existent. A few notes with kids running on the docks and items being stolen from the refrigerator and it being overly crammed with goods. The daily passes have been a challenge as noted above but alternate solutions have been made. Tenants are happy with the charge to account feature for fuel and other goods. The credit card ice refrigerator has been done for too long, this allows ice to be purchased without a staff member present and at any hour. The problem is the vendor for this ice machine does not fix the machines themselves, nor references for outside vendors; in the 6 vendors called – all either do not work on this type of machine or are booked out until late August.



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### Improvements for the Marina

The marina's extended operating hours have been more beneficial for the 5p-8p than the 6a-8a. The updated marina management program has not had any negative feedback from tenants. Dockage can be booked online or by calling the marina, a feature not present in the previous program.

### Safety

Speed bumps have been added to the parking lot and a stronger police presence has been present at the marina to counteract the kids that rev their engines and race in the parking lot.

### Total Slip Revenue HCM

Item	Amount	Quantity	Discounts	After Discounts
45 Foot Slip (Full Season)	\$33,717.68	9	\$0.00	\$33,717.68
40 Foot Slip (Full Season)	\$30,294.00	10	\$0.00	\$30,294.00
35 Foot (Full Season)	\$113,040.00	47	(\$2,510.00)	\$110,530.00
35 Foot Slip (Half Season)	\$2,310.00	2	\$0.00	\$2,310.00
40 Foot Slip (Half Season)	\$3,155.85	46	\$0.00	\$3,155.85
Sports Port (Full Season)	\$1,000.00	2	\$0.00	\$1,000.00
T-Dock (Full Season)	\$9,020.00	2	\$0.00	\$9,020.00
30 Foot Slip (Full Season)	\$82,304.56	43	(\$1,870.00)	\$80,434.56
30 Foot Slip (Half Season)	\$5,616.00	6	\$0.00	\$5,616.00
AT ADDITIONAL SLIP	\$812.34	2	\$0.00	\$812.34
Discount Slip (Full Season)	\$2,200.00	2	\$0.00	\$2,200.00
<b>Total:</b>	<b>\$283,470.43</b>		<b>(\$4,380.00)</b>	<b>\$279,090.43</b>



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## MPF COMMITTEE REPORT

Tuesday August 5th 2025

### Total Slip Revenue Riverfront Marina

Item	Amount	Quantity	Discounts	After Discounts
25-29 Foot Slip (Full Season)	\$17,950.00	8	\$0.00	\$17,950.00
30-34 Foot Slip (Full Season)	\$25,550.00	8	\$0.00	\$25,550.00
Discount Slip (Full Season)	\$7,700.00	7	\$0.00	\$7,700.00
35-39 Foot Slip (Full Season)	\$17,450.00	6	\$0.00	\$17,450.00
Additional Dockage 500	\$3,500.00	7	\$0.00	\$3,500.00
30-34 Foot Slip (Monthly)	\$2,480.00	0	(\$2,437.05)	\$42.95
25-29 Foot Slip (Half Season)	\$1,000.00	1	\$0.00	\$1,000.00
35-39 Foot Slip (Half Season)	\$1,250.00	1	\$0.00	\$1,250.00
55 Ft Minimum 1/2 Season	\$2,000.00	1	\$0.00	\$2,000.00
30-34 Foot Slip (Half Season)	\$1,150.00	1	\$0.00	\$1,150.00
<b>Total:</b>	<b>\$80,030.00</b>		<b>(\$2,437.05)</b>	<b>\$77,592.95</b>

### Total Revenue All Items



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Tuesday August 5th 2025

## MPF COMMITTEE REPORT

### Revenue Report from 1/1/2025 to 7/28/2025

Printed: 2025/07/28 12:43 PM

Harbor Centre Marina

Item	Amount	Quantity	Discounts	After Discounts
45 Foot Slip (Full Season)	\$33,717.68	9	\$0.00	\$33,717.68
40 Foot Slip (Full Season)	\$30,294.00	10	\$0.00	\$30,294.00
35 Foot (Full Season)	\$113,040.00	47	(\$2,510.00)	\$110,530.00
Daily Rental Rate	\$18,500.00	37	(\$7,000.00)	\$11,500.00
35 Foot Slip (Half Season)	\$2,310.00	2	\$0.00	\$2,310.00
40 Foot Slip (Half Season)	\$3,155.85	46	\$0.00	\$3,155.85
Sports Port (Full Season)	\$1,000.00	2	\$0.00	\$1,000.00
T-Dock (Full Season)	\$9,020.00	2	\$0.00	\$9,020.00
30 Foot Slip (Full Season)	\$82,304.56	43	(\$1,870.00)	\$80,434.56
CC Fee	\$6,194.42	1518	\$0.00	\$6,194.42
Transient 0-79'	\$40,858.20	672	(\$480.70)	\$40,377.50
Harbor Centre Navy Sweater	\$120.00	6	\$0.00	\$120.00
Dog Bowl	\$5.00	1	\$0.00	\$5.00
Small Purses	\$70.00	7	\$0.00	\$70.00
Beach Bags	\$1.00	0.1	\$0.00	\$1.00
White Rectangular Picture Frame	\$20.00	2	\$0.00	\$20.00
Coffee "Blue" Mug	\$15.00	3	\$0.00	\$15.00
Summer Waves Cup	\$10.00	2	\$0.00	\$10.00
Lake Michigan Sign	\$60.00	6	\$0.00	\$60.00
Seasonal Rewards (Platinum)	\$1,600.00	4	\$0.00	\$1,600.00
Navy Sweatshirts	\$80.00	4	\$0.00	\$80.00
Ivory Long Sleeve T	\$210.00	21	\$0.00	\$210.00
Resident Annual Launch Pass	\$4,890.82	86	\$0.00	\$4,890.82
Non-Resident Annual Launch Pass	\$11,466.20	173	\$0.00	\$11,466.20
Coffee "The Landing" mug	\$20.00	4	\$0.00	\$20.00
Coffee "Tan" Mug	\$10.00	2	\$0.00	\$10.00
Hard Water Spot Remover	\$8.00	1	\$0.00	\$8.00
Pure Wax	\$9.00	1	\$0.00	\$9.00
87 E10 Gas Fuel	\$77,084.13	16517.675	\$0.00	\$77,084.13
Ice Bag 7 Lb	\$1,316.00	380	(\$3.50)	\$1,312.50
fire extinguisher	\$25.00	1	\$0.00	\$25.00
Life Lake Sign	\$30.00	3	\$0.00	\$30.00
The Lake Sheboygan Sign	\$20.00	2	\$0.00	\$20.00
AT ADDITIONAL SLIP	\$812.34	2	\$0.00	\$812.34
HC Sheboygan Navy Sweatshirt	\$360.00	18	\$0.00	\$360.00
HC Off Navy Sweatshirt	\$20.00	1	\$0.00	\$20.00
Water Proofing	\$16.00	1	\$0.00	\$16.00



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Item	Amount	Quantity	Discounts	After Discounts
Light PurpleShortSleeve T	\$70.00	7	\$0.00	\$70.00
Nantucket Red Long Sleeve T	\$90.00	9	\$0.00	\$90.00
Mustard Long Sleeve T	\$20.00	2	\$0.00	\$20.00
Daily Launch Pass	\$11,241.14	1483	\$0.00	\$11,241.14
Diesel Dyed Fuel	\$40,958.91	10533.082	(\$0.10)	\$40,958.81
"Lake" Picture Frame	\$10.00	1	\$0.00	\$10.00
Black Zip Hoodie	\$20.00	1	\$0.00	\$20.00
Dark Gray Sweatshirt	\$200.00	10	\$0.00	\$200.00
Acetone	\$7.00	1	\$0.00	\$7.00
Gray Long Sleeve T	\$40.00	4	\$0.00	\$40.00
Maroon Sweatshirt	\$60.00	3	\$0.00	\$60.00
Gray Sweatshirt	\$60.00	3	\$0.00	\$60.00
Harbor Centre Vest Navy	\$40.00	2	\$0.00	\$40.00
Wisconsin Brown Hat	\$40.00	4	\$0.00	\$40.00
Ivory Short Sleeve T	\$130.00	13	\$0.00	\$130.00
Boat Wash	\$20.00	2	\$0.00	\$20.00
Blue Long Sleeve T	\$30.00	3	\$0.00	\$30.00
Light Blue Short Sleeve	\$20.00	2	\$0.00	\$20.00
Green Hoodie	\$40.00	2	\$0.00	\$40.00
Toilet Paper Pack	\$5.00	1	\$0.00	\$5.00
Nauti-Girl Shot Glass	\$5.00	1	\$0.00	\$5.00
Pumpout- Non-tenant	\$390.00	26	\$0.00	\$390.00
tan Rope Picture Frame	\$10.00	1	\$0.00	\$10.00
Harbor Centre Marina T Shirt (Navy)	\$40.00	4	\$0.00	\$40.00
Coffee "Home" Mug	\$20.00	4	\$0.00	\$20.00
Blue Rope Picture Frame	\$10.00	1	\$0.00	\$10.00
Coffee "Green" Mug	\$5.00	1	\$0.00	\$5.00
Anchor Shot Glass	\$10.00	2	\$0.00	\$10.00
Gray TankTop	\$10.00	1	\$0.00	\$10.00
HCM T-Shirt Small (Navy)	\$90.00	9	\$0.00	\$90.00
Enzyme Fuel Treatment Diesel	\$11.00	1	\$0.00	\$11.00
White TankTop	\$20.00	2	\$0.00	\$20.00
Chair Picture Frame	\$10.00	1	\$0.00	\$10.00
Brown Shot Glass	\$3.00	1	\$0.00	\$3.00
Beer "Home" Mug	\$5.00	1	\$0.00	\$5.00
30 Foot Slip (Half Season)	\$5,616.00	6	\$0.00	\$5,616.00
Get Lit Shot Glass	\$5.00	1	\$0.00	\$5.00
Resident Annual Launch Pass	\$3,525.94	60	\$0.00	\$3,525.94
Discount Slip (Full Season)	\$2,200.00	2	\$0.00	\$2,200.00
Non-Electric Transient	\$544.50	15	(\$4.95)	\$539.55
Failed ACH Payment	\$0.00	0	\$0.00	\$0.00





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Item	Amount	Quantity	Discounts	After Discounts
Transient Rewards (Gold)	\$0.00	0	\$0.00	\$0.00
Malibu Shot Glass	\$0.00	0	\$0.00	\$0.00
Fishing Lure Picture Frame	\$0.00	0	\$0.00	\$0.00
Helm Picture Frame	\$0.00	0	\$0.00	\$0.00
Small Fish Picture Frame	\$0.00	0	\$0.00	\$0.00
Blue Blanket	\$0.00	0	\$0.00	\$0.00
Anchor Large Coaster	\$0.00	0	\$0.00	\$0.00
Sea Green Long Sleeve T	\$0.00	0	\$0.00	\$0.00
Dog Life Vest	\$0.00	0	\$0.00	\$0.00
Electronic SOS Beacon	\$0.00	0	\$0.00	\$0.00
Sail Canva Cleaner	\$0.00	0	\$0.00	\$0.00
Aqua Clear	\$0.00	0	\$0.00	\$0.00
White Knight Stain Remover	\$0.00	0	\$0.00	\$0.00
Carpet Clean	\$0.00	0	\$0.00	\$0.00
Aqua Max	\$0.00	0	\$0.00	\$0.00
Boat Plug	\$0.00	0	\$0.00	\$0.00
Hull Cleaner	\$0.00	0	\$0.00	\$0.00
Metal Flake Polish	\$0.00	0	\$0.00	\$0.00
Boat Wash 2 Quarts	\$0.00	0	\$0.00	\$0.00
Outdrive Anti Fouling Spray	\$0.00	0	\$0.00	\$0.00
Marine Paint Alumapray+	\$0.00	0	\$0.00	\$0.00
Antifouling Paint (Black)	\$0.00	0	\$0.00	\$0.00
Antifouling Paint (Black)	\$0.00	0	\$0.00	\$0.00
Teak Cleaner Step 1 & Step 2	\$0.00	0	\$0.00	\$0.00
Teak Oil Step 3	\$0.00	0	\$0.00	\$0.00
Fogging Oil Storage Seal	\$0.00	0	\$0.00	\$0.00
Power Tunes: Integrated Engine Cleaner	\$0.00	0	\$0.00	\$0.00
Special Brushing Thinner 100	\$0.00	0	\$0.00	\$0.00
Beer "First Mate" Mug	\$0.00	0	\$0.00	\$0.00
Orange Life Jacket	\$0.00	0	\$0.00	\$0.00
<b>Total:</b>	<b>\$504,305.69</b>		<b>(\$11,869.25)</b>	<b>\$492,436.44</b>