

MARKET ANALYSIS

Waterfronts
Worldwide



Harbor Centre Marina

PREPARED FOR
VISIT SHEBOYGAN

MARCH 2025

PREPARED BY
EDGEWATER RESOURCES



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Introduction

SECTION 1

Harbor Centre Marina has earned the reputation as the “Premier Destination Marina” on Lake Michigan.

Affectionately dubbed the “Malibu of the Midwest”, the City of Sheboygan is the freshwater surf capital of the world. The lakefront and marina have long been a source of pride for the community; however, aging infrastructure and dock damage have caused the city to embark on a transformative journey to revitalize the waterfront and marina.

Harbor Centre Marina is capable of accommodating boats up to 100 ft. long and is centrally located just a short walk from downtown, the historic Riverfront, and South Pier Entertainment District. While the marina was state-of-the-art when originally constructed, over time it has been damaged by ice and is in need of a major overhaul. The city recognizes the importance of restoring the facility and is dedicated to making the necessary improvements to provide a high-quality marine facility.

SINCE 2020, BOATING HAS INCREASED DRAMATICALLY

Since the onset of the Covid pandemic in early 2020, the popularity of boating has increased dramatically, with record-high participation rates, boat sales, and occupancy for both transient and seasonal slips that continues to this day. According to the National Marine Manufacturers Association, recreational boating saw a 35% increase in annual economic activity between 2018 and 2023, leaping from \$170 billion to \$230 billion.

Executive Summary

SECTION 2

The purpose of this study is to verify the existing demand for and supply of marina services in the local marketplace, generally described as the Sheboygan region, specifically marinas on the Lake Michigan shoreline from Kenosha to Sturgeon Bay. This report identifies the demand for slips, including slip sizes, slip mix, rates, amenities, and location. Data for this analysis was collected by Edgewater Resources staff in the spring and summer of 2024. Sources of data include site visits, direct conversations with marina staff, website information, and/or online research. There were no sources of public data available on waiting lists or occupancy for the privately owned marinas. All data provided comes from direct discussions with marina staff or their websites.

The study area included twelve marinas in addition to Harbor Centre Marina, all located on the western shoreline of Lake Michigan in the state of Wisconsin. All marinas studied were located within an eighty-mile radius of Harbor Centre Marina in Sheboygan.

Occupancy across the facilities studied varied, with the highest occupancy and highest quality facilities located in Sturgeon Bay, Kenosha, Milwaukee, and Port Washington. The lowest occupancy rates were at Harbor Centre, Racine Reefpoint, and Kewaunee marinas, all of which were in the mid-60% range occupancy, and all three of these facilities are currently contemplating major overhauls.

DATA FOR ANALYSIS WAS COLLECTED IN THE SPRING AND SUMMER OF 2024

The study area included thirteen marinas, all located on the western shoreline of Lake Michigan in the state of Wisconsin.



Lease rates within the study area ranged from \$73 per linear foot per season up to \$131 per linear foot per season, excluding Kewaunee due to its remote location and very small adjacent town, and South Shore Yacht Club, which has artificially low slip rates due to its Yacht Club membership structure. The most relevant facilities for this study include Southport Marina in Kenosha, Reefpoint Marina in Racine, McKinley Marina in Milwaukee, and Port Washington Marina in Port Washington. All four of these facilities are publicly owned and operated and were built around the same time as Harbor Centre Marina.

The study also includes four facilities located in Sturgeon Bay, Wisconsin, which charge a much higher average rate of \$126 per linear foot, compared to the \$71 average rate charged in the facilities to the south. Only Milwaukee Yacht Club charges a rate close to Sturgeon Bay, at \$123 per linear foot per season, which is also a major outlier from the rest of the facilities in the study. With a highly desirable location on the Door County Peninsula, and rates approximately 77% higher than the average of the southern facilities, the Sturgeon Bay facilities are not relevant to establishing market rates for Harbor Centre Marina directly. They do, however, indicate that higher prices are achievable in the region.

Boater preference surveys indicate that availability, convenience, and location are the most important factors driving marina selection by boaters, with relatively low sensitivity to slip rates.

Competing Facility Conditions Assessment

The condition of the competing facilities in the region studied range in quality, but all facilities south of Kewaunee are older facilities with at least two facilities outside of Harbor Centre Marina (Reefpoint and Kewaunee) planning large-scale renovations. The Sturgeon Bay facilities range in age, but all have been regularly updated over the years and are currently in very good condition on average. Overall, the southern facilities in the region are generally in good condition despite aging docks, amenities, and infrastructure. Several facilities have very good access to adjacent upland amenities, with Southport Marina in Kenosha nestled into a beautiful public waterfront space. The floating docks at Kewaunee, Reefpoint, and Harbor Center marinas are all at the end of their useful lives and need to be replaced in order to keep up with the other facilities in the region.

ADA AND ESD COMPLIANCE

The two most serious issues found across the region include compliance with all requirements of the Americans with Disabilities Act (ADA), and safety measures to prevent Electrical Shock Drowning (ESD).



There are, however, significant issues found across the region. The two most serious issues include compliance with all requirements of the Americans with Disabilities Act (ADA), and safety measures to prevent Electrical Shock Drowning (ESD). Improvements to comply with ADA have been required for all facilities that serve the public (even privately owned facilities) including specific requirements for slopes, pier widths, access routes, parking, restrooms, utility pedestals, and gangways, if present. These requirements have been in effect since 2010, and existing facilities are not grandfathered. The more dangerous issue is code compliance to prevent Electric Shock Drowning, which is a situation where stray current from faulty facilities or boats allows stray current to enter the water, potentially causing paralysis and death for anyone who encounters the stray current. The latest National Electrical Codes will require major upgrades for nearly all marinas that have not upgraded their electrical systems in the last five years.

Rates and Occupancy Assessment

Of the thirteen facilities studied, McKinley and Reefpoint marinas charge the highest average rates at \$98 per linear foot per season for the public facilities south of Kewaunee. The Milwaukee yacht Club charges \$123 per linear foot per season, which is the highest rate for the facilities south of Kewaunee. As these facilities are located to the south of Harbor Centre, closer to the greater population center of Milwaukee, they have an advantage of greater access to customers. Despite the need to completely reconstruct Reefpoint marina, they still manage to achieve rates among the highest in the region, which speaks to the advantage of proximity to customers. Kewaunee, which has both the lowest quality docks and the weakest, northern location, charges well below the rest of the facilities in the region except South Shore Yacht Club (SSYC). SSYC's rates are even lower, but this is offset both by older fixed docks and a more complicated rate structure associated with additional costs of club membership.

ANALYSIS INCLUDES

- Marina location and adjacency to recreational and shopping opportunities
- Current occupancy considering slip size, mix, rates, and transient/seasonal mix
- Services and amenities offered, such as utilities, repairs, and landside boater lounges, restrooms, internet access, etc.
- Unique features



At \$131 per linear foot per season, Bay Marine in Sturgeon Bay charges the highest rate in the entire study area, which is on par with and just slightly above the average rate of \$126 per linear foot per season for the Sturgeon Bay market.

The average slip rate for the higher quality public facilities in the southern portion of the study area is \$94 per linear foot per season, which is well above Harbor Centre's current average slip rate of \$78 per linear foot per season.

Assuming the facility is fully renovated, and the proposed upland improvements are implemented, we believe the marina can achieve rates on par with the best facilities in the region. We recommend that the rates (Illustrated to the right) be considered for a newly renovated marina.

These proposed rates are conservatively set 10% below the regional average for the more popular facilities, while assuming a complete renovation, improved wave climate, and improved public waterfront park space. While this is significantly higher than the existing rates, the newly renovated facility will offer a much better quality boating experience and will be sized appropriately for demand. We conservatively anticipate stable revenues will be achieved over three to five years.

PROPOSED SLIP RATES

- 30 ft. = \$73lf or \$2,190 per season
- 35 ft. = \$77lf or \$2,695 per season
- 40 ft. = \$84lf or \$3,360 per season
- 45 ft. = \$90lf or \$4,050 per season
- 50 ft. = \$94lf or \$4,700 per season
- 60 ft. = \$99lf or \$5,940 per season

Average Rate \$86.16lf per season

Transient Daily Rates = \$1.50 per lf

Goals and Objectives

SECTION 3

The goal of this marina market analysis is to verify the existing demand for and supply of marina services in the local marketplace.

If unmet demand exists, the study will identify short and long-term recommendations for slip size, mix, pricing, location, and potential marina and boater services provided. The market analysis will consider a wide range of factors among marinas located in the Sheboygan region including:

- Marina location and adjacency to recreational and shopping opportunities.
- Current occupancy considering slip size, mix, rates, and transient/seasonal mix.
- Services and amenities offered, such as utilities, repairs, and landside boater lounges, restrooms, internet access, etc.
- Unique features

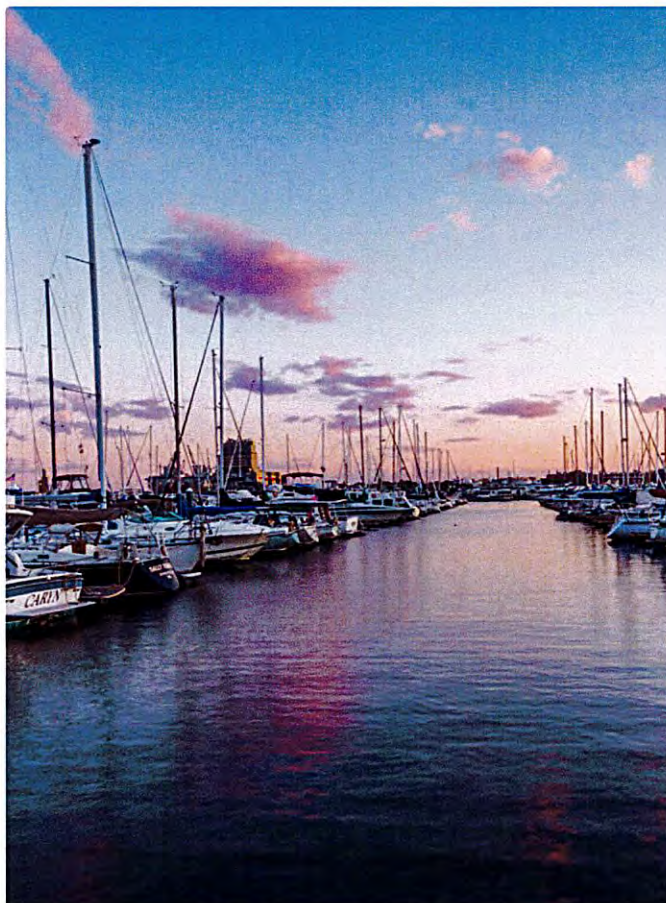
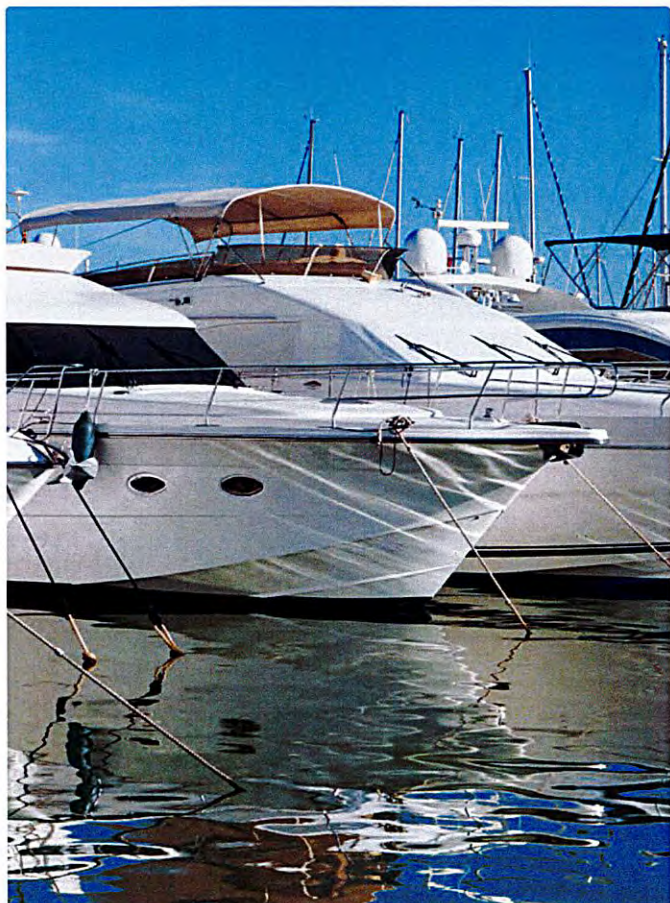
Methodology

Our Approach

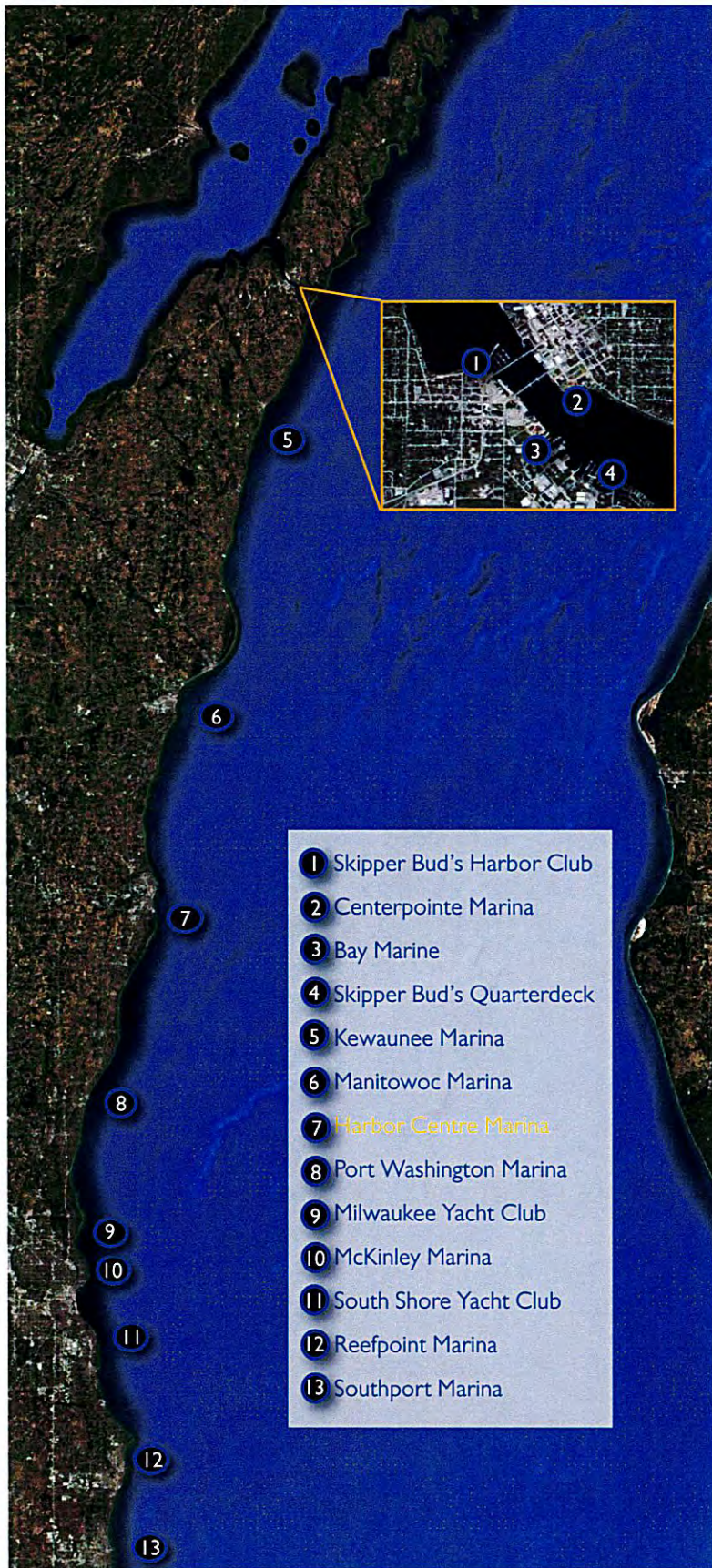
The data cited in this report was collected by Edgewater Resources in the spring and summer of 2024 unless otherwise noted. The sources of data included direct conversations with marina staff, and marina websites.

During the course of the market analysis, the sites were physically inspected in the spring of 2024 to assess the general conditions of the facility and adjacent amenities. Information was collected for all marinas through online reviews, and phone interviews with local marina staff to seek additional input. Data on amenities, utilities, and services, are tabulated for ease of comparison. Individual assessments of each marina are included in the appendix to this document.

In addition to the marinas studied specifically for Harbor Centre, this analysis is informed by multiple additional market analyses performed over the last five years throughout the United States. These studies included site visits to dozens of marinas and boater surveys of more than 4,000 boaters. Over the past twelve years, Edgewater Resources has completed dozens of market analyses for marinas across the United States, which provides broader relevant context for the overall direction of the marina industry.



Marina Map Location



Study Area

The primary market area for this study is the Sheboygan region of Lake Michigan.

This market analysis includes detailed information on thirteen marinas located in the region, five of which are publicly owned and operated.

MARINAS ANALYZED

1. Skipper Bud's Harbor Club | Sturgeon Bay, WI
2. Centerpointe Marina | Sturgeon Bay, WI
3. Bay Marine | Sturgeon Bay, WI
4. Skipper Bud's Quarterdeck | Sturgeon Bay, WI
5. Kewaunee Marina | Kewaunee, WI
6. Manitowoc Marina | Manitowoc, WI
7. Harbor Centre Marina | Sheboygan, WI
8. Port Washington Marina | Port Washington, WI
9. Milwaukee Yacht Club | Milwaukee, WI
10. McKinley Marina | McKinley, WI
11. South Shore Yacht Club | Milwaukee, WI
12. Reefpoint Marina | Racine, WI
13. Southport Marina | Kenosha, WI

Summary of Recent Trends

In the aftermath of the ongoing Covid Pandemic, the popularity of recreational boating has increased dramatically.

Slip occupancy, boat sales, used boat sales, and participation are at record setting levels. Market analyses performed over the last ten years have identified a number of key trends that directly relate to the ongoing success of marinas, while also highlighting the source of challenges faced by marinas that are struggling.

These include:

- Boats continue to get longer, wider, and deeper, with greater power demands.
- Occupancy in slips 35ft. and longer is generally much higher than slips less than 35ft. in length. The number of larger boats has increased steadily over the last twenty years, and owners of larger boats are typically more affluent and less affected by the economy than owners of smaller boats. Additionally, the cost to store large boats on land is not significantly less than keeping them in the water at the marina, so if expenses are an issue, the boat will simply leave the dock less often. Owners of smaller boats that can be trailered and stored at low cost at home are the first to leave the marina when finances are tight.
- Marinas that have been renovated in the last five to ten years and now provide slips suited to the new market for larger boats are generally more successful than those with slip configurations geared towards smaller boats. While larger slips take up more space, resulting in a lower total number of slips, they are generally more profitable overall.
- Slip demand between one marina and another is driven more by the relative quality and location of the facilities much more than pricing. Differences in rates are not generally significant, and generally not the key deciding factor.
- The general list of amenities provided by marinas is reasonably consistent from one marina to another, with few marinas lacking any significant amenities compared to their competitors. The age and quality of maintenance of those amenities does make a difference, however, and obviously newer facilities are generally more desirable than dated facilities.
- Marinas have become more and more a part of the hospitality industry, and boater expectations for service have increased. Friendly, competent, and helpful marina staff create a significant intangible culture at a marina that can make a difference in a boater's choice of marina.
- Transient slip occupancy is driven by two key factors: location of the transient marina and the quality of the destination. Transient marinas located directly along a transit route generally see more activity than marinas located at the end of confined waters regardless of the quality of the destination and adjacent recreational opportunities. Transient marinas located adjacent to exceptional destinations see more activity than those without significant attractions nearby.
- Compliance with current National and Federal standards remains low, providing an opportunity for marinas to reduce their liability exposure while also providing a safer, higher quality boating experience for their customers. In particular, the Americans with Disability Act enacted specific requirements for recreational boating facilities in 2010. All facilities, even those privately owned, that provide services to the general public must comply. Additionally, there has been a dramatic increase in the awareness of electrical shock drowning prevention within marinas, with new National Electric Codes requiring individual protection

Regional Marina Market Analysis

Thirteen marinas in the region were studied in detail during this marina market analysis.

A wide range of criteria and characteristics have been documented and summarized.

The four most relevant competing facilities are Southport Marina in Kenosha, McKinley Marina in Milwaukee, Port Washington Marina in Port Washington, and Reefpoint Marina in Racine, as they are all publicly owned, have a similar floating dock system, and are similarly situated adjacent to vibrant downtown areas.

FIGURES 1 AND 2

Identify the general characteristics of the marinas relating to slip availability, including slip size and mix, rate structure, occupancy, waiting list, and presence of buoy moorings, dry rack storage, and winter storage.

FIGURE 3

Identifies storage availability including mooring types and winter storage.

FIGURE 4

Identifies and compares a variety of services and amenities offered at the marinas studied, including lift/haul-out service, repairs, boat rental, condition of shower/restroom facilities, laundry, boater lounge, and ship's store.

FIGURE 5

Identifies and compares elements of the general infrastructure of each marina, including components such as the overall condition of the facility and presence of boat launches, shore power, water, pump-out, and fuel.



Slip Availability Analysis

Wet Slip Breakdown

The thirteen marinas in the study area provide approximately 3,497 slips. All but five of the marinas provide more than 200 slips, with Reefpoint being the largest with 800 slips.

In addition to designated transient slips, most marinas have a policy that allows the marina to lease vacant seasonal slips to transient boaters. In other words, if a boater leases a seasonal slip in a marina but leaves for a period of time (usually more than one or two nights), the boater must notify the marina, and the marina is allowed to fill their temporarily vacant slip with transient boaters as needed. There is no way to quantify this capacity in a predictable way, but some marinas with no designated transient slips have seen revenues as high as 10% of total revenues from transient boaters.

Slip Size/Mix

The marinas provide a range of slip sizes, and the configuration of the slip sizes is referred to as the slip “mix”. As different size slips generate different amounts of revenue, the slip mix is as important to the overall financial performance of the marina as the total number of slips. Generally, larger slips are more profitable, as linear foot slip rates are higher for larger boats while the increase in the cost of the infrastructure associated with the larger slips is not usually directly proportional. Further, larger slips mean fewer boaters in a given space, which reduces the overall burden on marina staff. The smallest slips provided in marinas we studied were 25ft., with the largest being 80ft. Most slips in the market area range in size from 35ft. to 40ft. in length.

Figure 1 - Slip Mix

Marina	Slips total	Slips <25	Slips 25	Slips 30	Slips 35	Slips 40	Slips 45	Slips 50	Slips 55	Slips 60	Slips 70	Slips 80	Slips >80
Harbor Centre Marina	248	—	—	72	92	67	13	—	—	—	1	2	1
Kewaunee Marina	86	—	36	30	10	10	—	—	—	—	—	—	—
Manitowoc Marina	236	79	48	52	35	8	8	5	—	1	—	—	—
Port Washington Marina	243	—	—	104	82	35	14	8	—	—	—	—	—
McKinley Marina	659	—	22	160	240	100	100	22	4	11	—	—	—
South Shore Yacht Club	209	—	—	—	—	166	35	4	—	4	—	—	—
Reefpoint Marina	800	—	—	180	248	150	150	66	—	6	—	—	—
Southport Marina	376	—	28	28	100	112	34	38	10	26	—	—	—
Skipper Bud's Harbor Club	140	—	—	31	54	18	20	17	17	—	—	—	—
Centerpointe Marina	97	—	—	—	1	14	42	31	31	3	2	2	—
Bay Marine	88	—	—	8	8	30	20	16	16	6	—	—	—
Skipper Bud's Quarterdeck	250	—	80	35	90	10	20	10	10	1	2	2	—

Slip Rates

Slip lease rates in the region studied ranged from \$56/ft. to \$131/ft. The four most relevant marinas that are located along more vibrant waterfronts and offer above-standard amenities demand a higher rate structure ranging from \$86/ft. to \$97/ft. This reflects a range of factors including location, quality of facilities, etc., as described above. As noted earlier, the four facilities studied in Sturgeon Bay have rates 77% higher than the more relevant southern facilities, and therefore indicate the presence of a different market area on the Door County Peninsula. As indicated above, all rate information was collected by direct interviews with each marina and available data online.

As indicated earlier, lease rates become less important in the boater decision making process when supply is significantly below demand. While three of the four most relevant marinas are full with waiting lists, Reefpoint Marina in Racine charges

the highest rates in the southern portion of the study area and is about to commence a complete overhaul and reduction in slip count to better meet market demand. This approach is likely to succeed, and the focus on maintaining high quality service and higher rates over chasing occupancy by lowering rates has resulted in the willingness of the county to make major improvements costing over \$30 million over the next five years demonstrates a local commitment to the waterfront for the whole community. The supply of lower cost slips in the market area is generally sufficient, but we believe there is room in the market for higher quality facilities in better locations. The presence of markedly higher rates in Sturgeon Bay further suggest higher rates are possible, however not as high as the rates found on the Door County Peninsula.

Figure 2 - Slip Rates

Marina	Rate Seasonal	Rate Transient	Slip Occupancy Seasonal	Slip Occupancy Transient	Waiting List
Harbor Centre Marina	\$78/ft	\$20/day	53%	N	—
Kewaunee Marina	\$65/ft	\$2.00/ft	70%	N	N
Manitowac Marina	\$73/ft	\$1.75/ft	95%	N	—
Port Washington Marina	\$86/ft	\$1.96/ft	100%	Y	Y
McKinley Marina	\$98/ft	\$41/day	100%	Y	Y
South Shore Yacht Club	\$56/ft	\$1.60/ft	50%	N	—
Reefpoint Marina	\$98/ft	\$1.85/ft	68%	N	—
Southport Marina	\$94/ft	\$60/day	100%	N	—
Skipper Bud's Harbor Club	\$126/ft	—	—	—	—
Centerpointe Marina	\$125/ft	\$2.50-\$4.00/day	—	—	—
Bay Marine	\$131/ft	\$3.35/ft	100%	—	Y
Skipper Bud's Quarterdeck	\$126/ft	—	—	—	—
Milwaukee Yacht Club	\$123/ft	\$2.25.ft	—	—	N

Seasonal Slip Occupancy

Occupancy across all slip sizes in most of the facilities studied is strong, with only Reefpoint, Kewaunee, and Harbor Centre indicating occupancy rates below 70%. Kewaunee Marina is in the worst condition of any facility in the study, and as noted above, Reefpoint has made the strategic decision to downsize to a more appropriate capacity while maintaining high quality and rates. Harbor Centre Marina, currently at 53% occupancy in 2024, should follow the example set by Reefpoint and focus first on resolving the physical issues impacting occupancy – shallow water/dredging, wave climate, and ice damage – and build back in smaller phases as market conditions warrant.

We recommend marinas target seasonal occupancy around 95% effective occupancy, which balances the need to keep space available for new customers, with rates near the top of what the market will bear. If a marina is 100% full with a waiting list, we would recommend increasing rates until demand drops to around 95%.

Transient Occupancy

Transient slip occupancy is inherently more difficult to quantify than seasonal slips, and future demand is more challenging to predict since transient demand is weather dependent. Demand changes dramatically week to week over the course of the season, with peak demand on Independence Day and Labor Day weekends. No firm data confirming yearly transient occupancy was available, however conversations with harbor-masters across the region indicate transient demand increased significantly over the past two seasons. This is consistent with the general trend towards increased boating activity since the onset of the Covid Pandemic.

Slip / Storage Availability Analysis

Buoy Moorings

Buoy moorings, also known as swing moorings or can moorings, are permanently anchored floating moorings boaters tie off to from the bow. Moorings are spaced such that boats can swing freely 360 degrees around the mooring buoy without contacting other boats or structures. Access to landside facilities requires the use of small tender craft, either carried on board the boat or as a tender service provided by the marina facility. This makes them significantly less convenient, but some boaters prefer the more isolated atmosphere when compared to typical slips.

Construction of buoy moorings is very cost effective, but they require much more space than dock structures. While boats moored on buoy moorings can tolerate much higher wave conditions, they still must be located in protected waters. No marinas in this market analysis offered buoy moorings.

Dry Stack Storage

Dry Stack storage, also known as dry slips, are facilities that store boats on racks inside of a building. Boats are lifted out of the water using specialized forklift vehicles or automated systems and lifted on to racks three, four and sometimes more levels high. This creates a natural size limitation, and rack storage generally accommodates smaller boats up to 40ft. in length due to weight limitations. Rack structure buildings are located near the water's edge, adjacent to lift wells and courtesy docks where boats are docked awaiting storage or retrieval. The boater calls ahead to schedule the launch, and when they arrive their boat is waiting for them at the courtesy dock. When it is done, they leave the boat at the courtesy dock and marina staff return the boat to storage.

Advantages to the dry stack system include excellent protection for the boat, lower costs compared to traditional wet slips, the potential for reduced permitting issues as waterside infrastructure is greatly reduced, and the ability to store large numbers of boats in a very small area. Disadvantages include a loss of the dockside wet slip boating experience, potential waiting, and frustration if the boat launch is busy or delayed, and the structures themselves are generally very large and some people dislike their appearance. Contemporary dry stack systems in southern parts of the country are incorporating residential condominiums wrapped around the structures, both hiding the mass of the building and creating a waterfront residential product. Modern automated rack systems are now being constructed, where boats are launched and retrieved by robotic cranes rather than forklifts driven by people. The precision of automated systems allows them to work in less space, and they can also make much taller rack systems above five floors. Two marinas in this market analysis offered dry stack storage.

Winter Storage

Winter storage of boats can be a significant portion of a marina's revenue, with winter storage revenue approaching summer seasonal slip revenue in some markets. Types of winter storage include indoor heated, indoor unheated (fully enclosed), covered (not fully enclosed), and outdoor storage. Storage operations generally require lift wells and haul-out service, which creates additional liability, complexity, and expenses to the marina operation. However, these are made up in winter storage fees. Depending on the location of the outdoor storage areas, neighbors may not like the appearance of dozens of boats stored on cradles in the parking

lot of the marina. Boats stored outdoors are often shrink-wrapped for protection, so boats may have white, gray, or blue plastic sheeting covering them for months.

Eight of the thirteen marinas studied provide outdoor winter storage in one form or another. Four facilities offered indoor heated storage, and five indoor cold storage. The availability of high-end indoor heated storage and high-quality service, in particular for the largest recreational boats, will drive marina occupancy due to the ability of the marina to offer package savings. Half of the highest price marinas in Sturgeon Bay offer indoor heated storage, which is a service associated with higher quality marinas. Prices across the region for indoor heated storage range from \$9.50 per square foot up to \$12 per square foot, and prices for outdoor storage range from \$4 per square foot up to \$6.95 per square foot. If indoor heated storage were to be offered at Harbor Centre, we would recommend a rate of \$10 per square foot. For outdoor storage, we would recommend a rate of \$6 per square foot.

If Harbor Centre Marina were to add a mix of indoor heated and outdoor storage on site, there is the potential for significant additional revenue. A smaller facility similar to what is provided at Southport Marina in Kenosha would offer around 45,000 sf of indoor heated storage. This would equate to revenues of approximately \$500,000 per year at \$10 per square foot and 90% effective occupancy. A facility of this size could be located in the upland areas adjacent to the marina, or on an existing site immediately west of the launch area. A large part of the existing parking lots could be used for winter storage, easily providing 50,000 square feet or more while still leaving plenty of surface parking for winter uses of the waterfront. At \$6 per square foot and 90% effective occupancy, this would provide another \$270,000 in annual revenue.

Figure 3 documents availability of mooring types, including buoy moorings and dry rack storage, as well as availability of both indoor and outdoor winter storage.

Figure 3 - Storage Availability

Marina	Swing Mooring	Dry Rack	Winter Storage		
			Indoor Heated	Indoor Cold	Outdoor
Harbor Centre Marina	N	N	N	N	N
Kewaunee Marina	N	N	N	N	N
Manitowoc Marina	N	Y	Y	N	Y
Port Washington Marina	N	N	N	N	N
McKinley Marina	N	N	N	Y	Y
South Shore Yacht Club	N	N	N	N	Y
Reefpoint Marina	N	N	N	N	N
Southport Marina	N	N	Y	Y	Y
Skipper Bud's Harbor Club	N	N	N	N	N
Centerpointe Marina	N	Y	Y	Y	Y
Bay Marine	N	N	Y	Y	Y
Skipper Bud's Quarterdeck	N	N	N	Y	Y
Milwaukee Yacht Club	N	N	N	N	Y



Marina Infrastructure Elements, Services, and Amenities

Figures 4 and 5 address elements related to the quality of the facilities, as well as the type of facilities offered.

Successful marinas are judged by the quality of their docks and services, the type and capacity of utilities provided, and landside amenities including the quality of the landscape, parking, and boat launch facilities.

As it relates to the impact on the market analysis, very few of the elements considered are optional. Simply put, a modern marina must have adequate parking, shore power suitable for the energy demands of the boats accommodated, water, and sanitary pump-out. Amenities such as showers, restrooms, laundry, Wi-Fi, ship's store, and boater lounges are expected, and they must be kept exceptionally clean and well-maintained at all times. Nearly all of the marinas in the market study area presented standard amenities, (i.e., laundry, showers). The distinction between marinas is made in the overall quality of the marina facilities, and the age of the amenities.

Other elements that make a difference to marina finances and operations, but not necessarily the popularity of the marina among seasonal boaters, include boat launches, lift/haul-out service, on-site repairs, and boat rental.

Modern marinas must continually upgrade their technology offerings to stay current with constantly changing demands. Fortunately, modern technology is alleviating the need for some costly amenities that are no longer needed. For example, phone lines to each slip have been replaced by mobile phones, and cable television is rapidly becoming outdated as many larger boats now have on-board satellite television receivers. Wi-Fi and 5G cellular technologies are rapidly providing high quality streaming video at low cost that may allow smaller boats without satellite receivers access to digital broadcasts.

Marinas should perform regular boater surveys to stay current on boater needs, and marinas that commit to staying current will be rewarded with strong boater loyalty. While this may not be critical in an underserved market, these distinctions can make a significant difference as supply catches up with demand.



Figure 4 - Amenities

Marina	Life / Haul Service	Repairs	Boat Rental	Shower / Restroom	Laundry	Boater Lounge	Ship's Store	WiFi	Pool
Harbor Centre Marina	N	N	Y	Y/Y	Y	Y	N	Y	N
Kewaunee Marina	N	N	N	Y/Y	Y	Y	Y	Y	N
Manitowoc Marina	Y	Y	N	Y/Y	Y	Y	Y	Y	N
Port Washington Marina	N	N	N	Y/Y	Y	N	Y	Y	N
McKinley Marina	N	N	N	Y/Y	Y	Y	Y	Y	N
South Shore Yacht Club	N	N	N	Y/Y	N	Y	N	N	N
Reefpoint Marina	N	N	N	Y/Y	Y	Y	Y	Y	Y
Southport Marina	Y	Y	N	Y/Y	Y	N	Y	Y	Y
Skipper Bud's Harbor Club	N	Y	N	Y/Y	Y	N	Y	Y	Y
Centerpointe Marina	Y	Y	N	Y/Y	Y	Y	N	Y	Y
Bay Marine	Y	Y	N	Y/Y	Y	Y	Y	Y	Y
Skipper Bud's Quarterdeck	Y	Y	N	Y/Y	Y	Y	N	Y	Y
Milwaukee Yacht Club	N	N	Y	Y/Y	N	Y	N	N	Y

Figure 5 - Facility Infrastructure

Marina	Facility Condition	Boat Launch		Electric			Water	Pump Out	Fuel
		Y/N	# of Lanes	Y/N	Capacity	Paid			
Harbor Centre Marina	Good	Y	6	Y/N	30, 50 Amp	—	Y	Y	Y
Kewaunee Marina	Good	Y	3	Y	30, 50 Amp	—	Y	Y	Y
Manitowoc Marina	Good	Y	6	Y	30, 50 Amp	—	Y	Y	Y
Port Washington Marina	Good	Y	6	Y	30, 50 Amp	—	Y	Y	Y
McKinley Marina	Good	Y	5	Y	—	—	Y	Y	Y
South Shore Yacht Club	Good	Y	4	N	30, 50 Amp	—	Y	Y	Y
Reefpoint Marina	Good	N	—	Y	30, 50 Amp	—	Y	Y	Y
Southport Marina	Good	N	—	N	—	—	Y	Y	Y
Skipper Bud's Harbor Club	Good	N	—	Y	30, 50 Amp	—	Y	Y	Y
Centerpointe Marina	Excellent	N	—	Y	30, 50 Amp	—	Y	Y	Y
Bay Marine	Excellent	Y	1	Y	30, 50 Amp	—	Y	Y	Y
Skipper Bud's Quarterdeck	Good	N	—	Y	30, 50 Amp	—	Y	Y	Y
Milwaukee Yacht Club	Good	Y	5	N	30, 50 Amp	—	N	Y	Y

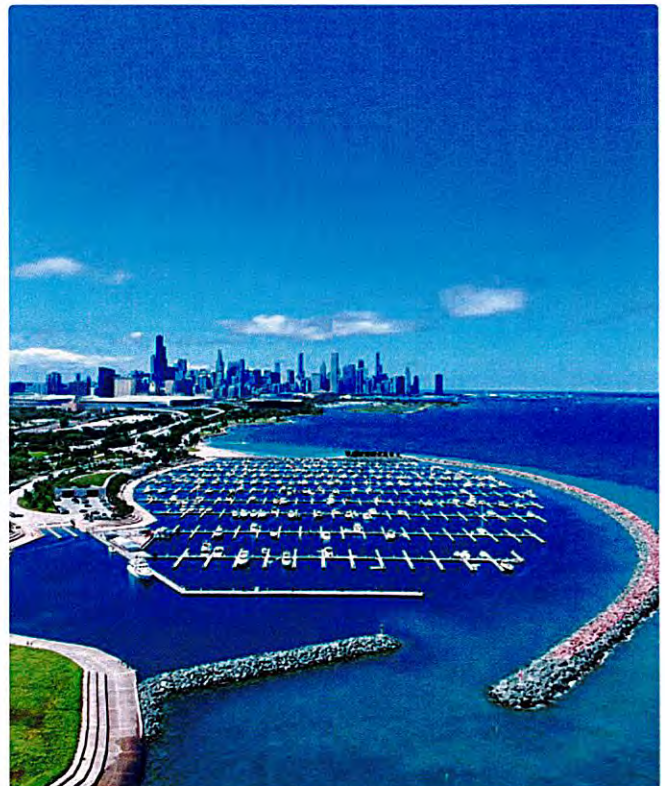
Summary of Market Demand

Seasonal Market Summary

Of the thirteen facilities in the survey, only four reported 100% occupancy and waiting lists, and these facilities had corresponding high slip rates. Kewaunee and Reefpoint marinas indicated occupancy rates of 70% and 68% respectively, with Harbor Centre among the lowest at 53% in 2024. Accurate occupancy data from the six private facilities was unavailable, but publicly available aerial photography indicates all four facilities in Sturgeon Bay are nearly full. Similarly, McKinley Marina is achieving very high occupancy rates, while South Shore Yacht Club just a few miles to the south is experiencing much lower rates of occupancy despite lower prices. This is likely due to the presence of higher quality floating docks at McKinley, and very dated fixed docks at South Shore Yacht Club.

Conversations with boaters at Harbor Centre Marina indicate the main issues causing low occupancy are the low quality of the existing aging docks and utilities. Further, several boaters indicated that the uncertainty in the boating community regarding the future of Harbor Centre (several suggested they have heard rumors of the facility closing) was causing boaters to leave for other marinas. Surveys of boaters across the Great Lakes generally indicate that rates/cost are not the primary driver of occupancy, especially in desirable waterfront locations.

The data collected suggests that higher quality amenities, services, and waterfront attractions similar to Southport Marina in Kenosha remain in high demand, while the older facilities or those that offer limited upland amenities and lower quality infrastructure are struggling. However, there remains an excess of empty slips across the region that suggest Harbor Centre should maintain its current slip count, or even build in smaller phases as demand warrants.



Economic Impact Analysis

Recreational boating in Wisconsin generates \$8.4 billion in economic impacts, with nearly 608,000 registered boats supporting over 34,000 jobs and 840 businesses according to the National Marine Manufacturers Association. The 6th Congressional District, home to Harbor Centre Marina and the City of Sheboygan, enjoys approximately \$796 million in annual economic impacts supporting 3,444 jobs in 123 businesses.

The Association of Marina Industries (AMI) has developed an independent marina economic impact calculator, which is a simple but powerful tool that lets a marina enter business data to calculate its impact on the marina's local economy. This tool is powered by input/output economic modeling completed by the University of Florida and the Virginia Institute of Marine Sciences (VIMS).

Using this tool, and the projected revenues described below, the AMI model projects the regional economic impacts the first year of stabilization for each of the proposed facilities that follow on subsequent pages. The full detailed reports are included in the appendices of this document and include more detailed analyses and data for two additional years using a consumer price index inflation rate of 3%. This data will likely be conservative given the higher inflation rates we have experienced recently.

In any case, this information will be helpful in communicating the broader economic value of these projects to state and federal agencies when pursuing grant funding and developing partnerships and building community support for the projects. There is an unfortunate perception among the general public and non-boaters in general that boating is only for the wealthy, when in reality the vast majority (95%) of boaters own boats less than 26ft. in length.

Financial Analysis

Existing Marina

The economic impacts outlined below are based on the existing marina, with revenue numbers provided by the City of Sheboygan in the 2023 Profit and Loss Statement for 2023. It is important to note that these revenues are significantly lower than what is projected in the renovated facility, since the current marina occupancy rate is approximately 53% due to docks in need of repair, and docks that are unusable due to damage or shallow water.



2023 REVENUES

- Seasonal Slip Income = \$402,747
- Transient Revenue = \$91,085
- Fuel = \$280,142
- Launch Ramp Revenue = \$32,933
- Winter Storage = \$47,586
- Misc. Merchandise = \$90,115
- Service = \$57,029

Total Revenues = \$1,001,617

Utilizing the actual 2023 revenues for the 2025 season, the AMI Marina Economic Impact Calculator indicates that this facility would be expected to generate a total impact of 17 jobs, approximately \$2.68 million in industry output, \$1.52 million in value added (GDP), and \$832 thousand in labor income in the region for a stabilized marina in 2025. This considers Direct, Indirect, and Induced impacts, such as labor directly in the marina itself, and jobs and income in local shops and restaurants from the boater's spending money in the local economy.

The full report outlining all economic impacts in greater detail can be found in the appendices, including projections for 2026 and 2027 utilizing a 3% inflation rate.

Summary Economic Impacts for Existing Marina, 2025

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	5	\$751,750	\$328,117	\$206,705
Indirect	3	\$584,283	\$286,767	\$176,379
Induced	9	\$1,469,429	\$855,313	\$530,334
Total Impact	17	\$2,684,776	\$1,516,601	\$832,396

- Industry output represents sales revenues.
- Employment represents full-time and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- Note that these economic measures are independent and should not be added together.

Proposed Marina Renovation

Utilizing the rates earlier in this document, and the renovated marina layout proposed in the Sheboygan Waterfront + Marina

Master Plan, we determined the anticipated revenues would be \$1,277,200. These revenues assume an occupancy rate of 95%, which could be achieved upon stabilization over a period of three to five years following completion of marina and upland park renovations. They also include revenues for fuel, boat ramp fees, merchandise and other miscellaneous income identified in the 2023 Profit and Loss statement for the marina. While we would expect these numbers to increase significantly with a new marina with higher occupancy, we have simply used the 2023 numbers as a conservative estimate of these additional revenues.

MASTER PLAN
PROGRAM LEGEND

- PARK & UPLAND
- 1 RELOCATED LOTTIE COOPER
 - 2 UPDATED PLAYScape
 - 3 DUNE RESTORATION
 - 4 GATEWAY BUILDING
 - 5 ICE RIBBON
 - 6 HMONG MEMORIAL
 - 7 PICKLE BALL COURTS
 - 8 SHADE STRUCTURE
- PROMENADE & POINT
- 9 CONCESSIONAIRE KIOSKS
 - 10 WATER EDUCATION BLDG
 - 11 RESTAURANT + EVENT BLDG
- MARINA
- 12 MARINA + PARK ADMIN BLDG
 - 13 MARINA FACILITIES
 - 14 FUEL STATION + MAINTENANCE



Utilizing the AMI Marina Economic Impact Calculator, this new facility would be expected to generate a total impact of 23 jobs, approximately \$3.66 million in industry output, \$2.07 million in value added (GDP), and \$1.08 million in labor income in the region. This considers Direct, Indirect, and Induced impacts, such as labor directly in the marina itself, and jobs and income in local shops and restaurants from the boaters spending money in the local economy.

Proposed Marina Renovation with Upland Winter Storage

If indoor heated and outdoor cold storage are added to the proposed plan outlined above, revenues increase significantly by around \$770,000 per year, up to \$2,047,200. By adding the revenues as determined by the storage rates and capacity outlined above, this facility would be expected to generate a total impact of 40 jobs, approximately \$6.425 million in industry output, \$3.6 million in value added (GDP), and \$2.1 million in labor income in the region. This considers Direct, Indirect, and Induced impacts, such as labor directly in the marina itself, and jobs and income in local shops and restaurants from the boaters spending money in the local economy.

The full report outlining all economic impacts in greater detail can be found in the appendices, including projections for 2026 and 2027 utilizing a 3% inflation rate.

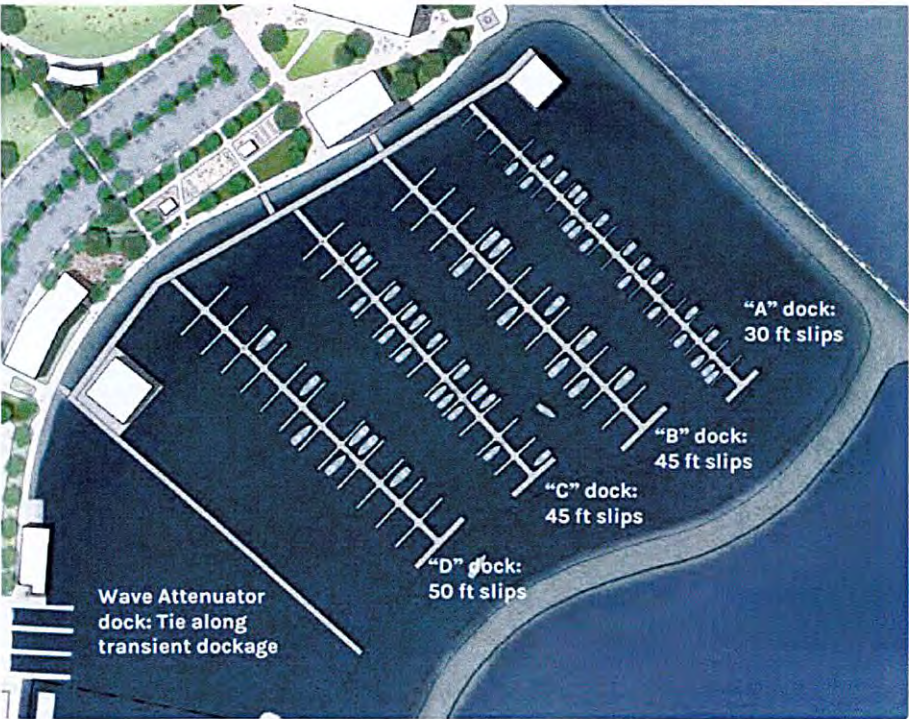
New Marina Summary of Gross Revenues

Quantity	Slip Size	Rate/LF	Slip Cost/Year	Net Revenue
66	30	\$ 73	\$ 2,190	\$ 144,540
	35	\$ 77	\$ 2,695	\$ -
	40	\$ 84	\$ 3,360	\$ -
100	45	\$ 90	\$ 4,050	\$ 405,000
50	50	\$ 94	\$ 4,700	\$ 235,000
	55	\$ -	\$ -	\$ -
	60	\$ -	\$ -	\$ -
	70	\$ -	\$ -	\$ -
900	Broadside	\$ 100		\$ 90,000
231				\$ 874,540

Occupancy: 95%
Gross Revenue: \$ 830,813

MASTER PLAN

MARINA DOCKS



Summary Economic Impacts - Proposed Marina, 2025

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	6	\$1,027,262	\$419,136	\$195,884
Indirect	5	\$865,856	\$424,698	\$261,072
Induced	11	\$1,988,212	\$1,156,095	\$718,066
Total Impact	23	\$3,664,967	\$2,067,478	\$1,075,598

Summary Economic Impacts - Proposed Marina with Winter Storage,

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	12	\$1,797,262	\$781,677	\$523,037
Indirect	8	\$1,403,304	\$681,221	\$411,036
Induced	20	\$3,501,915	\$2,035,712	\$1,256,134
Total Impact	40	\$6,423,034	\$3,594,363	\$2,085,786

- Industry output represents sales revenues.
- Employment represents full-time and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- Note that these economic measures are independent and should not be added together.

Economic Impact Summary

The existing marina is in dire need of improvement, and without a significant investment in the infrastructure to address water depths, wave climate, and ice damage, the facility will likely continue to decline. This decline would include the quality of the docks, as they are not adequately protected from waves and ice currently, as well as occupancy and revenue generation. As the quality of the docks goes down, it becomes more and more difficult to fill the marina with paying customers. As revenues go down, there is less revenue to fund improvements, which leads to a downward spiral that is very difficult to overcome without a major overhaul.

Fortunately, the city of Sheboygan recognizes this, and is proposing major renovations. The proposed facility would be expected to create 35% more jobs (23, compared to 17 now), 36.5% greater Industry Output, 35% greater Value Added, and 29% greater Labor Income.

The addition of upland boat storage facilities would further increase these figures by 74% more jobs (40 compared to 23), 75% greater Industry Output, 74% greater Value Added, and 94% greater Labor Income. Furthermore, the addition of significant boat storage would change the overall boating services market in Sheboygan, encouraging the growth of marine service sector support business such as mechanical repair, canvas, fiberglass, upfit, and electronics businesses. The economic impacts of these additional impacts is not included in the numbers above, but they are potentially very significant as boaters currently need to obtain these services in other harbors.

Presuming the new marina addresses the existing physical/environmental challenges related to ice, waves, and sediment accumulation, as well as improving the desirability and vitality of the upland areas, we believe the new marina would be highly successful.

Appendix

SECTION 9

- Individual Marina Assessments
- Marina Impact Calculation



Harbor Centre - Sheboygan

Harbor Centre Marina has earned the reputation as the "premier destination marina" on Lake Michigan and consistently delivers the highest quality boating services.

821 Broughton Drive, Sheboygan, WI, 53081, 920-458-6665, <https://sheboygandpw.com/facilities-traffic/riverfront-marina>

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heat	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	-	1800	-	-	-	-	-	-	-	-	-
30*	72	2169.9	-	-	-	-	-	-	-	-	-
35*	92	2660	-	-	-	-	-	-	-	-	-
40	67	3370	-	-	-	-	-	-	-	-	-
45	13	4079.7	-	-	-	-	-	-	-	-	-
50	24	-	-	-	-	-	-	-	-	-	-
55	-	5500	-	-	-	-	-	-	-	-	-
60	-	-	-	-	-	-	-	-	-	-	-
70	2	-	-	-	-	-	-	-	-	-	-
80	1	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	271	\$82.54/ft	\$1.80/ft	-	-	-	N	N	N	N	N

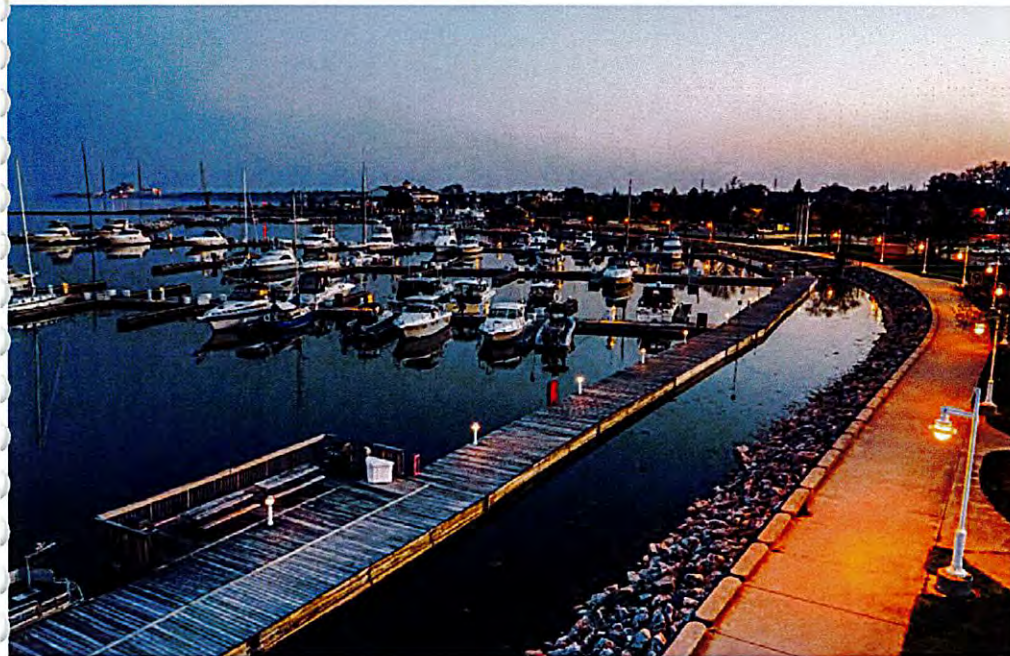
Marina Infrastructure Elements

Facility Condition	Boat Launch		Electric		Paid	Water	Pump Out	Fuel
	Y/N	# of Lanes	Y/N	Capacity				
Good	Y	6	Y/N	0, 50, amf	-	Y	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
N	N	Y	Y/Y	Y	Y	Y	Y

Photos & Additional Info



30' Riverfront 2530

35' Riverfront 3370

Kewaunee Marina

The city of Kewaunee offers a full-service marina with a deep water harbor. Fully protected by breakwaters and an adjacent peninsula, offering daily showers, restrooms. The marina also maintains a 36 site campground.

123 Main Street, Kewaunee, WI 54216, 920-388-3300, /https://cityofkewaunee.wi.gov/departments/marina/

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Indoor Heated
		Seasonal Slips	Transient Slips	Seasonal	Transient				
<25	-	-	-	-	-	-	-	-	-
25	36	1536	-	-	-	-	-	-	-
30	30	1763	-	-	-	-	-	-	-
35	10	2595	-	-	-	-	-	-	-
40	10	-	-	-	-	-	-	-	-
45	-	-	-	-	-	-	-	-	-
50	-	-	-	-	-	-	-	-	-
55	-	-	-	-	-	-	-	-	-
60	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-
Total/Average	86	\$65/ft	\$2.00/ft	7000%	-	N	N	N	N

Marina Infrastructure Elements

Facility Condition	Boat Launch		Y/N	Electric		Water	Pump Out
	Y/N	# of Lanes		Capacity	Paid		
Good	Y	3	Y	30, 50 amp.		Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store
N	N	N	Y/Y	Y	Y	Y

Photos & Additional Info



Manitowoc

Manitowoc is Lake Michigan's premier full-service marina and boatyard with full service and retail services.
425 Maritime Dr, Manitowoc, WI 54220, 920-682-5117/https://www.manitowoc-marina.com/

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	79	1055	-	-	-	-	-	-	-	-	-
25	48	1720	-	-	-	-	-	-	-	-	-
30	52	2115	-	-	-	-	-	-	-	-	-
35	35	2425	-	-	-	-	-	-	-	-	-
40	8	2895	-	-	-	-	-	-	-	-	-
45	8	3625	-	-	-	-	-	-	-	-	-
50	5	4275	-	-	-	-	-	-	-	-	-
55	-	-	-	-	-	-	-	-	-	-	-
60	-	5025	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	235	\$73/ft	\$1.75/ft	9500%	-	N	N	Y	Y	N	Y

Marina Infrastructure Elements

Facility Condition	Boat Launch		Electric		Water	Pump Out	Fuel
	Y/N	# of Lanes	Y/N	Capacity			
Good	Y	6	Y	30, 50 amp.	Y	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
Y	Y	N	Y/Y	y	Y	Y	Y

Photos & Additional Info



Indoor heated storage \$9.50/sq ft
Mast storage indoor \$600/lawn \$400
50/70 Ton Travelift
bike rentals

Port Washington

Port Washington is a destination marina on the western shores of Lake Michigan, located in a quaint town with restaurants, bars, and shopping all within walking distance.
106 N. Lake Street, Port Washington, WI 53074, 262-284-6606/<https://www.portwashingtonwi.gov/departments/marina/>

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-
30	104	2029	-	-	-	-	-	-	-	-	-
35	82	2701	-	-	-	-	-	-	-	-	-
40	35	3499	-	-	-	-	-	-	-	-	-
45	14	4499	-	-	-	-	-	-	-	-	-
50	8	4998	-	-	-	-	-	-	-	-	-
55	-	-	-	-	-	-	-	-	-	-	-
60	-	-	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	243	\$86/ft	\$1.96/ft	10000%	-	Y	N	N	N	N	N

Marina Infrastructure Elements

Boat Launch				Electric							
Facility Condition	Y/N	# of Lanes	Y/N	Capacity	Paid	Water		Pump Out		Fuel	
Good	Y	6	Y	30, 50 amp	-	Y		Y		Y	

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
N	N	N	Y/Y	Y	N	Y	Y

Photos & Additional Info



Certified Clean Marina

Several Boaters Choice and Elite Fleet awards

McKinley Marina

McKinley Marina is the only public lakefront marina in Milwaukee County, offering over 600 slips with floating docks, security, parking, electricity, water and numerous amenities.
1750 N. Lincoln Memorial Drive, McKinley, WI, 53202, 414-395-4909, <https://county.milwaukee.gov/EN/Parks/Explore/Lakefront/McKinley-Marina>

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	22	1757	-	-	-	-	-	-	-	-	-
30	160	2488	-	-	-	-	-	-	-	-	-
35	240	2838	-	-	-	-	-	-	-	-	-
40	100	3486	-	-	-	-	-	-	-	-	-
45	100	4200	-	-	-	-	-	-	-	-	-
50	22	4987	-	-	-	-	-	-	-	-	-
55	4	5844	-	-	-	-	-	-	-	-	-
60	11	6768	-	-	-	-	-	-	-	-	-
70	-	7767	-	-	-	-	-	-	-	-	-
80*	-	9973	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	659	\$98/ft	\$41/day	10000%	-	Y	N	N	N	Y	Y

Marina Infrastructure Elements

Facility Condition	Boat Launch		Electric Capacity	Paid	Water	Pump Out	Fuel
	Y/N	# of Lanes					
Good	Y	5	Y	10, 50 amp	-	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
N	N	N	Y/Y	Y	Y	Y	Y

Photos & Additional Info



* 75 foot

South Shore Yacht Club

Full-service marina with 230 slips, crane, fuel dock, tender, dry-sail storage, and winter storage.
2300 E Nock Street, Milwaukee, WI 53207, (414) 481-2331/https://www.ssysc.org/

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-
30	-	-	-	-	-	-	-	-	-	-	-
35	-	-	-	-	-	-	-	-	-	-	-
40	166	1810	-	-	-	-	-	-	-	-	-
45	35	2315	-	-	-	-	-	-	-	-	-
50	4	2870	-	-	-	-	-	-	-	-	-
55	-	-	-	-	-	-	-	-	-	-	-
60	4	4125	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	209	\$56/FT	\$1.60/ft	50 *	-	N	N	N	N	N	Y

Marina Infrastructure Elements

Facility Condition	Boat Launch		Y/N	Electric		Water	Pump Out	Fuel
	Y/N	# of Lanes		Capacity	Paid			
Good	Y	4	N	-	-	Y	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
N	N	N	Y/Y	N	Y	N	N

Photos & Additional Info



15 Ton Lift
50% occupancy at best

Reefpoint Marina

Reefpoint Marina offers the best in convenience, service, and value located between Chicago and Milwaukee. Equipped to accommodate boats of all sizes and numerous amenities. Owned by Racine County and managed by F3 Marinas.
2 Christopher Columbus Causeway, Racine, WI, 262-633-7171/reefpointmarin.com

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heat	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-
30	180	2499	-	-	-	-	-	-	-	-	-
35	248	2999	-	-	-	-	-	-	-	-	-
40	150	3699	-	-	-	-	-	-	-	-	-
45	150	4999	-	-	-	-	-	-	-	-	-
50	66	5999	-	-	-	-	-	-	-	-	-
55	-	-	-	-	-	-	-	-	-	-	-
60	6	-	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	\$120/ft	-	-	-	-	-	-	-	-	-
Total/Average	800	\$98/ft	\$1.85/ft	6800%	-	N	N	N	N	N	N

Marina Infrastructure Elements

Facility Condition	Boat Launch		Y/N	Electric		Water	Pump Out	Fuel
	Y/N	# of Lanes		Capacity	Paid			
Good	N	-	Y	30, 50 amp	-	Y	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
N	N	N	Y/Y	Y	Y	Y	Y

Photos & Additional Info



\$1500 sport port

Southport Marina

Southport Marina is a public facility with the feel of a private marina, large enough to provide boaters with everything they need, yet small enough to stop in the office and speak with an owner. Offering full-service amenities.
21 56th Street, Kenosha, WI 53140, 262-657-5565/spmarina.net

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	28	-	-	-	-	-	-	-	-	-	-
30	28	2599	-	-	-	-	-	-	-	-	-
35	100	3099	-	-	-	-	-	-	-	-	-
40	112	3599	-	-	-	-	-	-	-	-	-
45	34	4549	-	-	-	-	-	-	-	-	-
50	38	5349	-	-	-	-	-	-	-	-	-
55	10	5749	-	-	-	-	-	-	-	-	-
60	26	6499	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	376	\$94/ft	\$60/day*	10000%	-	Y	N	N	Y	Y	Y

Marina Infrastructure Elements

Facility Condition	Boat Launch		Electric Capacity	Paid	Water	Pump Out	Fuel
	Y/N	# of Lanes	Y/N	Y/N	Y/N	Y/N	Y/N
Good	N	-	N	-	Y	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
Y	Y	N	Y/Y	Y	N	Y	Y

Photos & Additional Info



\$4.25/ft outdoor storage/\$10.50 indoor
\$60/day 35'
75 Ton Travel Lift
Indoor heated storage \$11.50 sf/ outside \$4.75

Skipper Bud's Harbor Club

Offering first-class boat slip rentals, amenities, and exceptional customer service. On-site restaurant, park setting with a waterside promenade through landscaped park. Slip holders can get a fuel discount.

133 N Madison Ave, Sturgeon Bay, WI 54235, (920) 746-8200, <https://www.skipperbuds.com/marinas/harbor-club-marina>

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-
30	31	-	-	-	-	-	-	-	-	-	-
35	54	-	-	-	-	-	-	-	-	-	-
40	18	-	-	-	-	-	-	-	-	-	-
45	20	5443	-	-	-	-	-	-	-	-	-
50	17	6543	-	-	-	-	-	-	-	-	-
55	-	-	-	-	-	-	-	-	-	-	-
60	-	-	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	140	\$126/ft	-	-	-	-	N	N	N	N	N

Marina Infrastructure Elements

Facility Condition	Boat Launch		Electric Capacity	Paid	Water	Pump Out	Fuel
	Y/N	# of Lanes					
Good	N	-	Y	30, 50 amp	-	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
N	Y	N	Y/Y	Y	N	Y	Y

Photos & Additional Info



Centerpointe Marina

Capable of handling yachts of length up to 300' feet at our 150 slip, deep-water marina featuring in slip water, electric, TV, WiFi, and pump-out service. Outdoor pool, hot tub, and fireplace at the beautiful Marina Clubhouse, which offers a modern boaters' lounge with full stainless/granite kitchen, HDTV, and a wrap around deck with beautiful views.

Also available to boaters are luxurious, private, full-bathroom facilities and laundry service.

215 Quincy St, Sturgeon Bay, WI 54235, (920) 256-9528, <http://www.centerpointeservice.com/>

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-
30	-	-	-	-	-	-	-	-	-	-	-
35	1	4210	-	-	-	-	-	-	-	-	-
40	14	4825	-	-	-	-	-	-	-	-	-
45	42	5590	-	-	-	-	-	-	-	-	-
50	31	6325	-	-	-	-	-	-	-	-	-
55	2	6940	-	-	-	-	-	-	-	-	-
60	3	7553	-	-	-	-	-	-	-	-	-
70	2	8864	-	-	-	-	-	-	-	-	-
80	2	10,283	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	97	\$125/ft	\$2.50-4.00	-	-	-	N	Y	Y	Y	Y

Marina Infrastructure Elements

Facility Condition	Boat Launch		Electric		Paid	Water	Pump Out	Fuel
	Y/N	# of Lanes	Y/N	Capacity				
Excellent	N	-	Y	30, 50 amp	-	Y	Y	N

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
Y	Y	N	Y/Y	Y	Y	N	Y

Photos & Additional Info



Broadside rate \$154.75/ft

3 Marina Rental Cottages on site

Clubhouse/Pool

10 Technicians on staff - 65 certifications

75 ton Travelift

Bay Marine

Protected, deep draft harbor located between Chicago and Milwaukee. Certified technicians for boats ranging from 18' to 90'.
155 E Redwood St, Sturgeon Bay, WI 54235, 920-743-6526, <https://www.baymarine.net/>

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-
30	8	-	-	-	-	-	-	-	-	-	-
35	8	-	-	-	-	-	-	-	-	-	-
40	30	-	-	-	-	-	-	-	-	-	-
45	20	5844	-	-	-	-	-	-	-	-	-
50	16	6612	-	-	-	-	-	-	-	-	-
55	-	-	-	-	-	-	-	-	-	-	-
60	6	7934	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	88	\$131/ft	3.25/ft	-	-	Y	N	N	Y	Y	Y

Marina Infrastructure Elements

Facility Condition	Boat Launch		Electric	Paid	Water	Pump Out	Fuel
	Y/N	# of Lanes	Y/N	Capacity			
Excellent	Y	1	Y	30, 50 amp	Y	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
Y	Y	N	Y/Y	Y	Y	Y	Y

Photos & Additional Info



Outside storage \$5.52/sq.ft

Inside Heated \$13.20/sq.ft

Inside Unheated \$9.32/sq.ft

picnic area/pool/grills

transient slips \$3.00-3.60

3 slips "available" (45/50/60)currently shuffling for

Skipper Bud's Quarterdeck

Offering top-notch amenities including concierge-level dock service, pool, roofed pavilion with fireplace, quiet park-like setting/entertainment area, playground, storage & more.
705 Quarterdeck Lane, Sturgeon Bay, WI 54235, 920-746-8200, <https://www.skipperbuds.com/stores/sturgeon-bay>

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	80	-	-	-	-	-	-	-	-	-	-
30	35	-	-	-	-	-	-	-	-	-	-
35	90	-	-	-	-	-	-	-	-	-	-
40	10	-	-	-	-	-	-	-	-	-	-
45	20	6050	-	-	-	-	-	-	-	-	-
50	10	6900	-	-	-	-	-	-	-	-	-
55	-	-	-	-	-	-	-	-	-	-	-
60	1	-	-	-	-	-	-	-	-	-	-
70	2	-	-	-	-	-	-	-	-	-	-
80	2	-	-	-	-	-	-	-	-	-	-
>80	-	-	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	250	\$136/ft	-	-	-	-	N	N	N	Y	Y

Marina Infrastructure Elements

Facility Condition	Boat Launch		Electric	Paid	Water	Pump Out	Fuel
	Y/N	# of Lanes	Y/N	Capacity			
Good	N	-	Y	30, 50 amp	-	Y	Y

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
Y	Y	N	Y/Y	Y	Y	N	Y

Photos & Additional Info



Heated showroom for boats 18 to 80'
Largest dealer on the great lakes

Milwaukee Yacht Club

The oldest premier yacht club on Lake Michigan. Members enjoy social programming, gourmet and casual dining, private events, and quality time on the patio with spectacular views of Lake Michigan. Elegant clubhouse, lakeside open bar, complimentary kayaks, paddleboards, and bicycles. Reciprocity with area country/city clubs including University of Milwaukee.

1700 N. Lincoln Memorial Dr., Milwaukee, WI 53202, 414-271-4455, <https://www.milwaukeeyc.com/>

Availability Factors

Slip Size	Slips	Rate		Occupancy		Waiting List	Swing Mooring	Dry Rack	Winter Storage		
		Seasonal Slips	Transient Slips	Seasonal	Transient				Indoor Heated	Indoor Cold	Outdoor
<25	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-
30	14	-	-	-	-	-	-	-	-	-	-
35	14	-	-	-	-	-	-	-	-	-	-
40	8	-	-	-	-	-	-	-	-	-	-
45	10	4584	-	-	-	-	-	-	-	-	-
50	10	5444	-	-	-	-	-	-	-	-	-
55	8	-	-	-	-	-	-	-	-	-	-
60	-	-	-	-	-	-	-	-	-	-	-
70	-	-	-	-	-	-	-	-	-	-	-
80	-	-	-	-	-	-	-	-	-	-	-
>80	1	14317	-	-	-	-	-	-	-	-	-
Broadside	-	-	-	-	-	-	-	-	-	-	-
Total/Average	65	\$123/ft	\$2.25*	-	-	N	N	N	N	N	Y

Marina Infrastructure Elements

Facility Condition	Boat Launch		Y/N	Electric		Water	Pump Out	Fuel
	Y/N	# of Lanes		Capacity	Paid			
Good	Y	5	N	-	-	N	Y	N

Services & Amenities

Lift/Haul Service	Repairs	Boat Rentals	Shower/Restroom	Laundry	Boater's Lounge	Ship's Store	Wifi
N	N	Y	Y/Y	N	Y	N	N

Photos & Additional Info



Yard storage - members cover own vessel

*2.25 Reciprocal Visitors

1.75 MYC Members

\$4860(\$05/month) dues are per household and eldest member determines class (regular/intermediate)

add \$3500 initiation fee

*Launch part of McKinley Marina

Existing Marina Based on 2023 Financials



Marina Economic Impact Calculator

This calculator tool estimates the economic impacts of marinas using regional economic multipliers.

State: Wisconsin

Region: Central

Marina Activity	2025	2026	2027
Boat Sales	\$0	\$0	\$0
Fuel Sales	\$280,142	\$288,546	\$297,203
Merchandise Sales	\$0	\$0	\$0
Boat Storage	\$47,586	\$49,014	\$50,484
Lease Revenues	\$493,832	\$508,647	\$523,906
Boat Rentals	\$0	\$0	\$0
Food & Beverage Services	\$0	\$0	\$0
Boat Service	\$57,029	\$58,740	\$60,502
All Other Activities	\$123,048	\$126,739	\$130,542

Existing Marina 2025-2027 Projection Summary

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	5	\$751,750	\$328,117	\$206,705
Indirect	3	\$584,283	\$286,767	\$176,379
Induced	9	\$1,469,429	\$855,313	\$530,334
Total Impact	17	\$2,684,776	\$1,516,601	\$832,396

- Industry output represents sales revenues. Employment represents fulltime and part-time jobs.
- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

Existing Marina 2025-2027 Projection Summary

State and Local Tax Impacts

Description	Tax
Dividends	\$445
Social Ins Tax- Employee Contribution	\$503
Social Ins Tax- Employer Contribution	\$974
Tax on Production and Imports: Sales Tax	\$52,578
Tax on Production and Imports: Property Tax	\$32,902
Tax on Production and Imports: Motor Vehicle Lic	\$1,011
Tax on Production and Imports: Severance Tax	\$3,965
Tax on Production and Imports: Other Taxes	\$4,216
Tax on Production and Imports: S/L NonTaxes	\$660
Corporate Profits Tax	\$5,680
Personal Tax: Income Tax	\$12,219
Personal Tax: NonTaxes (Fines- Fees)	\$2,782
Personal Tax: Motor Vehicle License	\$882
Personal Tax: Property Taxes	\$271
Personal Tax: Other Tax (Fish/Hunt)	\$639
Total State and Local Tax	\$119,726

Existing Marina 2025-2027 Projection Summary

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$45,689
Social Ins Tax- Employer Contribution	\$39,080
Tax on Production and Imports: Excise Taxes	\$8,321
Tax on Production and Imports: Custom Duty	\$3,447
Tax on Production and Imports: Fed NonTaxes	\$876
Corporate Profits Tax	\$47,427
Personal Tax: Income Tax	\$52,055
Total Federal Tax	\$196,895
Total Local, State & Federal Tax	\$316,621

Existing Marina 2026 Projection

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	6	\$774,303	\$337,960	\$212,906
Indirect	3	\$601,811	\$295,369	\$181,668
Induced	9	\$1,513,511	\$880,973	\$546,243
Total Impact	17	\$2,765,320	\$1,562,100	\$857,367

- Industry output represents sales revenues. Employment represents fulltime and part-time jobs.
- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

Existing Marina 2026 Projection

State and Local Tax Impacts

Description	Tax
Dividends	\$458
Social Ins Tax- Employee Contribution	\$518
Social Ins Tax- Employer Contribution	\$1,002
Tax on Production and Imports: Sales Tax	\$54,157
Tax on Production and Imports: Property Tax	\$33,889
Tax on Production and Imports: Motor Vehicle Lic	\$1,042
Tax on Production and Imports: Severance Tax	\$4,084
Tax on Production and Imports: Other Taxes	\$4,342
Tax on Production and Imports: S/L NonTaxes	\$680
Corporate Profits Tax	\$5,850
Personal Tax: Income Tax	\$12,586
Personal Tax: NonTaxes (Fines- Fees)	\$2,866
Personal Tax: Motor Vehicle License	\$907
Personal Tax: Property Taxes	\$279
Personal Tax: Other Tax (Fish/Hunt)	\$659
Total State and Local Tax	\$123,318

Existing Marina 2026 Projection

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$47,059
Social Ins Tax- Employer Contribution	\$40,252
Tax on Production and Imports: Excise Taxes	\$8,571
Tax on Production and Imports: Custom Duty	\$3,550
Tax on Production and Imports: Fed NonTaxes	\$903
Corporate Profits Tax	\$48,849
Personal Tax: Income Tax	\$53,616
Total Federal Tax	\$202,803
Total Local, State & Federal Tax	\$326,121

Existing Marina 2027 Projection

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	6	\$797,532	\$348,099	\$219,294
Indirect	3	\$619,865	\$304,231	\$187,119
Induced	9	\$1,558,916	\$907,402	\$562,631
Total Impact	17	\$2,848,279	\$1,608,962	\$883,088

- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

Existing Marina 2027 Projection

State and Local Tax Impacts

Description	Tax
Dividends	\$470
Social Ins Tax- Employee Contribution	\$534
Social Ins Tax- Employer Contribution	\$1,032
Tax on Production and Imports: Sales Tax	\$55,782
Tax on Production and Imports: Property Tax	\$34,906
Tax on Production and Imports: Motor Vehicle Lic	\$1,074
Tax on Production and Imports: Severance Tax	\$4,207
Tax on Production and Imports: Other Taxes	\$4,471
Tax on Production and Imports: S/L NonTaxes	\$700
Corporate Profits Tax	\$6,026
Personal Tax: Income Tax	\$12,965
Personal Tax: NonTaxes (Fines- Fees)	\$2,952
Personal Tax: Motor Vehicle License	\$934
Personal Tax: Property Taxes	\$287
Personal Tax: Other Tax (Fish/Hunt)	\$678
Total State and Local Tax	\$127,017

Existing Marina 2027 Projection

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$48,473
Social Ins Tax- Employer Contribution	\$41,461
Tax on Production and Imports: Excise Taxes	\$8,829
Tax on Production and Imports: Custom Duty	\$3,656
Tax on Production and Imports: Fed NonTaxes	\$930
Corporate Profits Tax	\$50,315
Personal Tax: Income Tax	\$55,225
Total Federal Tax	\$208,887
Total Local, State & Federal Tax	\$335,904

Marina Economic Impact Calculator

This calculator tool estimates the economic impacts of marinas using regional economic multipliers.

State: Wisconsin

Region: Central

Marina Activity	2025	2026	2027
Boat Sales	\$0	\$0	\$0
Fuel Sales	\$280,200	\$288,600	\$297,300
Merchandise Sales	\$0	\$0	\$0
Boat Storage	\$0	\$0	\$0
Lease Revenues	\$831,000	\$856,000	\$882
Boat Rentals	\$0	\$0	\$0
Food & Beverage Services	\$0	\$0	\$0
Boat Service	\$0	\$0	\$0
All Other Activities	\$166,000	\$171,000	\$176,100

Proposed Marina 2025 Projection

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	6	\$1,027,262	\$419,136	\$195,884
Indirect	5	\$865,856	\$424,698	\$261,072
Induced	11	\$1,988,212	\$1,156,095	\$718,066
Total Impact	23	\$3,664,967	\$2,067,478	\$1,075,598

- Industry output represents sales revenues. Employment represents fulltime and part-time jobs.
- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

State and Local Tax Impacts

Description	Tax
Dividends	\$641
Social Ins Tax- Employee Contribution	\$642
Social Ins Tax- Employer Contribution	\$1,242
Tax on Production and Imports: Sales Tax	\$69,465
Tax on Production and Imports: Property Tax	\$43,468
Tax on Production and Imports: Motor Vehicle Lic	\$1,337
Tax on Production and Imports: Severance Tax	\$5,238
Tax on Production and Imports: Other Taxes	\$5,569
Tax on Production and Imports: S/L NonTaxes	\$871
Corporate Profits Tax	\$8,199
Personal Tax: Income Tax	\$15,679
Personal Tax: NonTaxes (Fines- Fees)	\$3,570
Personal Tax: Motor Vehicle License	\$1,131
Personal Tax: Property Taxes	\$347
Personal Tax: Other Tax (Fish/Hunt)	\$821
Total State and Local Tax	\$158,218

Proposed Marina 2025 Projection

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$58,512
Social Ins Tax- Employer Contribution	\$49,863
Tax on Production and Imports: Excise Taxes	\$10,995
Tax on Production and Imports: Custom Duty	\$4,553
Tax on Production and Imports: Fed NonTaxes	\$1,158
Corporate Profits Tax	\$68,462
Personal Tax: Income Tax	\$66,790
Total Federal Tax	\$260,328
Total Local, State & Federal Tax	\$418,546

Proposed Marina 2026 Projection

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	6	\$1,058,169	\$431,747	\$201,778
Indirect	5	\$891,907	\$437,475	\$268,927
Induced	12	\$2,048,030	\$1,190,878	\$739,670
Total Impact	23	\$3,775,235	\$2,129,682	\$1,107,961

- Industry output represents sales revenues. Employment represents fulltime and part-time jobs.
- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

Proposed Marina 2026 Projection

State and Local Tax Impacts

Description	Tax
Dividends	\$660
Social Ins Tax- Employee Contribution	\$661
Social Ins Tax- Employer Contribution	\$1,280
Tax on Production and Imports: Sales Tax	\$71,554
Tax on Production and Imports: Property Tax	\$44,775
Tax on Production and Imports: Motor Vehicle Lic	\$1,377
Tax on Production and Imports: Severance Tax	\$5,397
Tax on Production and Imports: Other Taxes	\$5,737
Tax on Production and Imports: S/L NonTaxes	\$898
Corporate Profits Tax	\$8,445
Personal Tax: Income Tax	\$16,151
Personal Tax: NonTaxes (Fines- Fees)	\$3,678
Personal Tax: Motor Vehicle License	\$1,164
Personal Tax: Property Taxes	\$358
Personal Tax: Other Tax (Fish/Hunt)	\$845
Total State and Local Tax	\$162,978

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$60,271
Social Ins Tax- Employer Contribution	\$51,364
Tax on Production and Imports: Excise Taxes	\$11,325
Tax on Production and Imports: Custom Duty	\$4,690
Tax on Production and Imports: Fed NonTaxes	\$1,193
Corporate Profits Tax	\$70,522
Personal Tax: Income Tax	\$68,799
Total Federal Tax	\$268,161
Total Local, State & Federal Tax	\$431,139

Proposed Marina 2027 Projection

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	2	\$209,090	\$94,940	\$88,253
Indirect	1	\$140,402	\$68,566	\$47,517
Induced	2	\$421,227	\$247,305	\$152,851
Total Impact	6	\$778,497	\$417,748	\$285,155

- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

Proposed Marina 2027 Projection

State and Local Tax Impacts

Description	Tax
Dividends	\$72
Social Ins Tax- Employee Contribution	\$175
Social Ins Tax- Employer Contribution	\$338
Tax on Production and Imports: Sales Tax	\$21,104
Tax on Production and Imports: Property Tax	\$13,206
Tax on Production and Imports: Motor Vehicle Lic	\$406
Tax on Production and Imports: Severance Tax	\$1,592
Tax on Production and Imports: Other Taxes	\$1,691
Tax on Production and Imports: S/L NonTaxes	\$265
Corporate Profits Tax	\$922
Personal Tax: Income Tax	\$4,699
Personal Tax: NonTaxes (Fines- Fees)	\$1,070
Personal Tax: Motor Vehicle License	\$339
Personal Tax: Property Taxes	\$104
Personal Tax: Other Tax (Fish/Hunt)	\$246
Total State and Local Tax	\$46,226

Proposed Marina 2027 Projection

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$16,983
Social Ins Tax- Employer Contribution	\$13,557
Tax on Production and Imports: Excise Taxes	\$3,340
Tax on Production and Imports: Custom Duty	\$1,383
Tax on Production and Imports: Fed NonTaxes	\$352
Corporate Profits Tax	\$7,696
Personal Tax: Income Tax	\$20,013
Total Federal Tax	\$63,324
Total Local, State & Federal Tax	\$109,550

Marina Economic Impact Calculator

This calculator tool estimates the economic impacts of marinas using regional economic multipliers.

State: Wisconsin

Region: Central

Marina Activity	2025	2026	2027
Boat Sales	\$0	\$0	\$0
Fuel Sales	\$280,200	\$288,600	\$297,300
Merchandise Sales	\$0	\$0	\$0
Boat Storage	\$770,000	\$793,100	\$816,900
Lease Revenues	\$831,000	\$856,000	\$882,000
Boat Rentals	\$0	\$0	\$0
Food & Beverage Services	\$0	\$0	\$0
Boat Service	\$0	\$0	\$0
All Other Activities	\$166,000	\$171,000	\$176,100

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	12	\$1,797,262	\$781,677	\$523,037
Indirect	8	\$1,403,304	\$681,221	\$411,036
Induced	20	\$3,501,915	\$2,035,712	\$1,256,134
Total Impact	40	\$6,423,034	\$3,594,363	\$2,085,786

- Industry output represents sales revenues. Employment represents fulltime and part-time jobs.
- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

State and Local Tax Impacts

Description	Tax
Dividends	\$954
Social Ins Tax- Employee Contribution	\$1,377
Social Ins Tax- Employer Contribution	\$2,663
Tax on Production and Imports: Sales Tax	\$111,575
Tax on Production and Imports: Property Tax	\$69,819
Tax on Production and Imports: Motor Vehicle Lic	\$2,146
Tax on Production and Imports: Severance Tax	\$8,414
Tax on Production and Imports: Other Taxes	\$8,945
Tax on Production and Imports: S/L NonTaxes	\$1,399
Corporate Profits Tax	\$12,211
Personal Tax: Income Tax	\$31,553
Personal Tax: NonTaxes (Fines- Fees)	\$7,184
Personal Tax: Motor Vehicle License	\$2,275
Personal Tax: Property Taxes	\$699
Personal Tax: Other Tax (Fish/Hunt)	\$1,652
Total State and Local Tax	\$262,866

Proposed Marina 2025 with Storage Projection

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$120,369
Social Ins Tax- Employer Contribution	\$106,939
Tax on Production and Imports: Excise Taxes	\$17,659
Tax on Production and Imports: Custom Duty	\$7,313
Tax on Production and Imports: Fed NonTaxes	\$1,859
Corporate Profits Tax	\$101,959
Personal Tax: Income Tax	\$134,409
Total Federal Tax	\$490,504
Total Local, State & Federal Tax	\$753,370

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	12	\$1,851,269	\$805,165	\$538,746
Indirect	8	\$1,445,479	\$701,694	\$423,390
Induced	21	\$3,607,144	\$2,096,884	\$1,293,880
Total Impact	40	\$6,616,044	\$3,702,373	\$2,148,455

- Industry output represents sales revenues. Employment represents fulltime and part-time jobs.
- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

State and Local Tax Impacts

Description	Tax
Dividends	\$983
Social Ins Tax- Employee Contribution	\$1,418
Social Ins Tax- Employer Contribution	\$2,743
Tax on Production and Imports: Sales Tax	\$114,927
Tax on Production and Imports: Property Tax	\$71,916
Tax on Production and Imports: Motor Vehicle Lic	\$2,211
Tax on Production and Imports: Severance Tax	\$8,669
Tax on Production and Imports: Other Taxes	\$9,214
Tax on Production and Imports: S/L NonTaxes	\$1,442
Corporate Profits Tax	\$12,577
Personal Tax: Income Tax	\$32,501
Personal Tax: NonTaxes (Fines- Fees)	\$7,401
Personal Tax: Motor Vehicle License	\$2,343
Personal Tax: Property Taxes	\$720
Personal Tax: Other Tax (Fish/Hunt)	\$1,701
Total State and Local Tax	\$270,765

Proposed Marina 2026 with Storage Projection

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$123,984
Social Ins Tax- Employer Contribution	\$110,153
Tax on Production and Imports: Excise Taxes	\$18,189
Tax on Production and Imports: Custom Duty	\$7,532
Tax on Production and Imports: Fed NonTaxes	\$1,916
Corporate Profits Tax	\$105,023
Personal Tax: Income Tax	\$138,447
Total Federal Tax	\$505,242
Total Local, State & Federal Tax	\$776,007

Summary Economic Impacts

Impact Type	Employment (Jobs)	Industry Output	Value Added (GDP)	Labor Income
Direct	12	\$1,907,108	\$829,439	\$554,944
Indirect	8	\$1,489,113	\$722,877	\$436,170
Induced	21	\$3,715,937	\$2,160,125	\$1,332,906
Total Impact	41	\$6,815,585	\$3,814,054	\$2,213,194

- Industry output represents sales revenues.
- Employment represents fulltime and part-time jobs.
- Value added is equivalent to Gross Domestic Product (GDP) and represents labor income, other property income and business taxes.
- See the table below for a detailed listing of local/state and federal tax impacts.
- Note that these economic measures are independent and should not be added together

State and Local Tax Impacts

Description	Tax
Dividends	\$1,012
Social Ins Tax- Employee Contribution	\$1,460
Social Ins Tax- Employer Contribution	\$2,826
Tax on Production and Imports: Sales Tax	\$118,393
Tax on Production and Imports: Property Tax	\$74,086
Tax on Production and Imports: Motor Vehicle Lic	\$2,277
Tax on Production and Imports: Severance Tax	\$8,930
Tax on Production and Imports: Other Taxes	\$9,490
Tax on Production and Imports: S/L NonTaxes	\$1,485
Corporate Profits Tax	\$12,958
Personal Tax: Income Tax	\$33,480
Personal Tax: NonTaxes (Fines- Fees)	\$7,624
Personal Tax: Motor Vehicle License	\$2,414
Personal Tax: Property Taxes	\$742
Personal Tax: Other Tax (Fish/Hunt)	\$1,751
Total State and Local Tax	\$278,928

Proposed Marina 2027 with Storage Projection

Federal Tax Impacts

Description	Tax
Social Ins Tax- Employee Contribution	\$127,720
Social Ins Tax- Employer Contribution	\$113,470
Tax on Production and Imports: Excise Taxes	\$18,738
Tax on Production and Imports: Custom Duty	\$7,760
Tax on Production and Imports: Fed NonTaxes	\$1,973
Corporate Profits Tax	\$108,197
Personal Tax: Income Tax	\$142,617
Total Federal Tax	\$520,472
Total Local, State & Federal Tax	\$799,400