

**EXHIBIT I-1**  
of  
Port Main Street Inc. By-Laws  
Article 8



**SUPPORTERS' BENEFITS**

As a Main Street “Supporter,” you will receive the following benefits:

- All member businesses are invited to participate in cooperative advertising campaigns.
- Our e-newsletter *Port Washington Main Street Newsletter* is your source of current information and helpful business tips concerning Port Washington. If your business has a special promotion or event going on, it will be listed. Main Street is committed to informing you about new laws and regulations, and business opportunities and potential risks.
- Your business will be included in the Member Directory on [visitportwashington.com](http://visitportwashington.com) website and mini directories distributed through the Main Street and Tourism offices, all area hotels and many businesses and attractions. Additionally, the website will reflect your recurring events on our Calendar of Events page, and we'll share your news in our news section and Property Inventory listings.

- Through Main Street, business resources are available as well as business mentoring and market analysis.
- A major area of concentration for Main Street is the continuing building of the Port Washington brand, which is accomplished through downtown events and targeted marketing efforts. Maintain and broadening rich city traditions are highly valuable to all. Main Street maintains an annual promotional campaign that includes special events, image building, and retail promotions. You can become a sponsor of these promotions and/or take part in them. Promotions include: Ladies Night Out, Hippy Hoppity Easter Event, Community Street Festival, Memorial Day Parade, Farmers Market, Double-handed Sailboat Race, Family Kite fest, Independence Day Celebration, Maxwell Street Day, Harvest at the Market, Oktoberfest, Christmas on the Corner and Christmas Parade.
- By supporting Main Street, you will be helping our efforts in promoting the community. Through these efforts, your products and your services will reach a broad audience through proven marketing techniques. By promoting the unique residential amenities and business services of Port Washington, it is our goal to help build a positive image of Port Washington, which in turn makes Port Washington more attractive as a great place to live, work and play!
- The Main Street Executive Director is a resource to member businesses to assist with a wide variety of business matters including promotions, marketing and a other business related information. This person is key in networking individual businesses with other businesses in Port Washington. The Executive Director lead the efforts with our four main working committees:
  - **Design** - Your input helps ensure that Port Washington has a consistent and appealing look to visitors and residents alike. Rehabilitated buildings, attractive storefronts, enticing window displays, clean streets and sidewalks, and properly designed signage together present an appealing image to potential customers, tenants and investors.
  - **Economic Revitalization** - This committee works to retain, expand and recruit new business to the area along with enhancing the visual appearance of the city.

- **Marketing & Communications** - Charged with building the brand of downtown Port Washington through a variety of mediums and efforts (in conjunction with the City of Port Washington), this committee is also responsible for ensuring all stakeholders are kept abreast of the latest happenings within the district.
- **Volunteer & Resource Committee** - Whether you and/or your team only have an hour, an afternoon, or would like to help year round, we have a large variety of opportunities. Volunteers are key to the ultimate success of Main Street, and we are always in need of many people with unique and unusual skills.
- Chamber members can help improve quality of life in Port Washington, which will make potential employees more interested.

Port Washington Main Street invites you to become a supporting member of our downtown district. We are confident you will find a support system for business owners and community members to enhance communications amongst local businesses and beyond.

Please see the attached document for membership fees.

Port Washington Main Street looks forward to working with you to strengthen and grow Port Washington WI. For more information, please contact Maureen McCourt Boylan, [director@visitportwashington.com](mailto:director@visitportwashington.com) or 262-268-1132.