



DOWNTOWN
RACINE
CORPORATION

MERCHANT RESOURCE GUIDE

Updated May 2025

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WE ARE THE DOWNTOWN RACINE CORPORATION

Our mission is to foster economic, social, and cultural diversity by stimulating business development, programming events, and marketing downtown to the community, developers, and tourists. It is our vision that Downtown Racine, with its scenic lakefront and historic Main Street, is the true heart and economic engine of our community; a vibrant and diverse destination to live, shop, explore, and conduct business.

We are a 501(c)3 that works hard every day to make Downtown Racine a vibrant and engaging place to live, work and play. We manage the day-to-day economic development efforts, improve the environment and aesthetics, market downtown to residents and tourists and activate downtown with programmed events. In 2018 Racine became one of over forty designated Wisconsin Main Street Communities which offers access to a wide variety of educational resources, training and tools designed to further our revitalization initiatives.

Downtown Racine Corporation is the only organization that is 100% committed and responsible to a thriving and vibrant downtown.

DOWNTOWN RACINE CORPORATION

425 Main St. | Racine, WI 53403 | 262-634-6002

Executive Director: Kelly Kruse

608-444-3064 | kkruse@racinedowntown.com

Office Manager: Ann Brennan

262-634-6002 | abrennan@racinedowntown.com

Events Manger: Yolanda Coleman

262-951-6879 | eventsmanager@racinedowntown.com

Chair: Austin Schultz

513-967-6890 | schultaj@gmail.com

Full list of Downtown Merchants

Visit Racinedowntown.com, click on the 'Explore' tab

CITY OF RACINE

720 Washington Ave. | Racine, WI 53403

Mayor Cory Mason

262-636-9111 | Cory.Mason@cityofracine.org | Website: cityofracine.org/Mayor/

Economic Development Director

262-636-91151 | Walter.Williams@cityofracine.org

Downtown Alderman : Jeff Coe

262-989-0964 | jeff.coe@cityofracine.org

Public Works Commissioner: John Rooney

(262) 636-9460 | john.rooney@cityofracine.org

Racine Police Department - Non Emergency

262-886-2300

Racine Fire Department - Non Emergency

262-886-2300



STAY CONNECTED

Merchant Emails

Contact Kelly Kruse to get added to the list: Send your email to kkruse@racinedowntown.com

Merchant Texts

Contact Kelly Kruse to get added to the text club: Send your cell number to kkruse@racinedowntown.com

Facebook Downtown Advocacy Group

Join group at: [Facebook.com/groups/DowntownRacine](https://www.facebook.com/groups/DowntownRacine)

PERMITS

Sidewalk Cafe Permits & Right of Way Encroachment License (sidewalk merchandise)

Dept. of City Development. | City Hall Room 304 | 262-636-9151 | cdvplanning@cityofracine.org

GRANTS

Facade Matching Grant | Security Camera Grant

Dept. of City Development. | City Hall Room 304 | 262-636-9151 | cdvplanning@cityofracine.org

USEFUL LINKS FOR THE CITY OF RACINE

How to report: overgrown weeds, building issues, potholes, loose garbage, broken city street lights or parking meters, and health hazards.



How to request the RPD SAFE vehicle to monitor, suspected criminal activity, loitering, disorderly conduct, or illegal drug activity

RACINE INTERACTIVE CRIME MAP



DOWNTOWN RACINE 2025 EVENTS

JANUARY

- 1/14 STATE OF THE DOWNTOWN 5:30PM RED ONION
- 1/18 BURRR CRAWL 1PM-6PM

FEBRUARY

- 2/15-2/22 CRAFT BEER WEEK
- 2/22 CHILI ICE WALK 12PM-4PM

MARCH

- 3/8 ST. PADDY'S PUB CRAWL 3PM-MIDNIGHT
- 3/15 ST. PATRICK'S DAY PARADE 12PM
- 3/29 SOUP & STEINS 1PM-6PM

APRIL

- 4/12 CANDY HOP NOON-2PM

MAY

- 5/2 FIRST FRIDAYS 4PM-9PM
- 5/3 WINE WALK 1PM-6PM
- 5/10 WINE WALK 1PM-6PM
- 5/23 SPRING FEAST ON THE STREETS 4PM-8PM
- 5/29 HAYMARKET 4PM-7PM (MS)

JUNE

- 6/6 'SUMMER BASH' FIRST FRIDAYS 4PM-9PM
- 6/7 MINI-GOLF PUB CRAWL 1PM-6PM
- 6/12 HAYMARKET 4PM-7PM (MS)
- 6/13-6/14 RACINE HARBORFEST (FH)*
- 6/14 LIGHTHOUSE RUN 8AM (FH)*
- 6/26 HAYMARKET 4PM-7PM (MS)
- 6/27 MUSIC ON THE MONUMENT 4:30PM-7:30PM (MS)
- 6/28 SATURDAY SOUNDS 4:30PM-7PM (MS)

JULY

- 7/3 STRIKE UP THE 4TH (MS)
- 7/4 4TH OF JULY PARADE
- 7/5 SATURDAY SOUNDS 4:30PM-7:30PM (MS)
- 7/10 HAYMARKET 4PM-7PM (MS)
- 7/11 'BLUES, BREWS & BBQ' FIRST FRIDAYS 4PM-9PM
- 7/11-7/20 SALMON A RAMA (FH)*
- 7/12 SATURDAY SOUNDS 4:30PM-7:30PM (MS)
- 7/18 MUSIC ON THE MONUMENT 4:30PM-7:30PM (MS)
- 7/19 SATURDAY SOUNDS 4:30PM-7PM (MS)
- 7/24 HAYMARKET 4PM-7PM (MS)
- 7/25 MUSIC ON THE MONUMENT 4:30PM-7:30PM (MS)
- 7/26 SATURDAY SOUNDS 4:30PM-7:30PM (MS)

AUGUST

- 8/1 'SCOOP THE LOOP' FIRST FRIDAYS 4PM-9PM
- 8/2 SATURDAY SOUNDS 4:30PM-7PM (MS)
ROOT RIVER FEST (ALL DAY)
CARDBOARD BOAT RACE (HARBOR LITE YACHT CLUB)
- 8/7 HAYMARKET 4PM-7PM (MS)
- 8/8 MUSIC ON THE MONUMENT 4:30PM-7:30PM (MS)
- 8/9 SATURDAY SOUNDS 4:30PM-7:30PM (MS)
- 8/15 MUSIC ON THE MONUMENT 4:30PM-7:30PM (MS)
- 8/16 SATURDAY SOUNDS 4:30PM-7:30PM (MS)
- 8/21 HAYMARKET 4PM-7PM (MS)
- 8/22 MUSIC ON THE MONUMENT 4:30PM-7:30PM (MS)
- 8/23 SATURDAY SOUNDS 4:30PM-7:30PM (MS)
- 8/29 MUSIC ON THE MONUMENT 4:30PM-7:30PM (MS)
- 8/30 SATURDAY SOUNDS 4:30PM-7:30PM (MS)

SEPTEMBER

- 9/5 'COUNTRY' FIRST FRIDAYS 4PM-9PM
- 9/12 FALL FEAST ON THE STREETS 4PM-8PM
- 9/20 PARTY ON THE PAVEMENT NOON-7PM

OCTOBER

- 10/3 FIRST FRIDAYS 4PM-9PM
- 10/4 WINE WALK 1PM-6PM
- 10/11 WINE WALK 1PM-6PM
- 10/18 MONUMENT MASH NOON-3PM (MS)
- 10/25 CANDY CRAWL NOON-2PM

NOVEMBER

- 11/1 BEER AND BACON WALK 1PM-6PM
- 11/7 'FLANNEL' FIRST FRIDAYS 4PM-9PM
- 11/8 HOLIDAY PARADE AND TREE LIGHTING 5:30PM
- 11/15 LADIES DAY OUT 12PM-6PM
- 11/28 BEER AND BOURBON BLACK FRIDAY 1PM-5PM
- 11/29 SMALL BUSINESS SATURDAY W/ THE GRINCH

DECEMBER

- 12/5 'FA LA LA' FIRST FRIDAYS 4PM-9PM
- 12/13 KRIS KRINGLE TOUR 11AM-2PM

*Bend and Brew (free Yoga) takes place Wednesday 6pm, Saturdays 8am and 9am at Christopher Columbus Cswy East end, anytime weather permits.

**Events subject to change. Please check racinedowntown.com.

* Festival Hall event

MS = Monument Square • FH= Festival Hall

SMALL BUSINESS RESOURCES

Business Planning & Workshops, Financing

WWBIC

Expertise in business planning, financing and accessing resources that can assist with starting and growing a business. Assistance with personal finances including topics such as budgeting, repairing and understanding your credit and protecting your identity. In-person and online on-demand workshops are available.

www.wwbic.com | 262-898-5000

Startup & Entrepreneurial Services

UW-Parkside Small Business Development Center

Coaching and guidance; financial lending assistance; business/marketing/strategic planning; business plans; market analysis; growth assistance for existing business and tech venture support.

www.uwp.edu/connect/businessandcommunity/sbdc.cfm

Mary Fischer-Tracy | 262-595-3363 | fischert@uwp.edu

Networking and Training

RAMAC - Racine Area Manufacturers and Commerce

Provide training in technical skills, soft skills, supervisory and leadership as well as numerous networking opportunities including Young Professionals of Racine (YPR), Business Blenders and other business events.

www.racinechamber.com | Anna Clementi | 262-634-1931 aclementi@racinechamber.com

Site Selection and Research Assistance

RCEDC - Racine County Economic Development Corporation

Online database of available sites and buildings available at www.rcedc.org. Basic research including economic, demographic and workforce data and community market profiles.

www.rcedc.org | Laura Million | 262-898-7530, lmillion@rcedc.org

Seed Capital

BLP - Business Lending Partners

Provides grants, loans and equity investments to City of Racine technology-based (Advanced Mfg, Food Processing, Info Systems, Medical Devices, Biosciences, etc.) companies and emerging growth businesses.

Blp504.org | Carolyn Engel | 262-898-7420, carolyn@blp504.org

Legacy Redevelopment Corporation

Provides loans and other financing solutions to small businesses and nonprofits to the Racine area.

500 W. College Ave. | Nicole Pfeifer | 262-323-0504 | npfeifer@lrcmke.com

DOWNTOWN RACINE

HISTORIC & HIP DOWNTOWN RACINE

NEW BUSINESS OPENINGS	2019	24
	2020	10
	2021	33
	2022	35

LOCATION

Downtown Racine is conveniently located in the heart of the city along the shores of Lake Michigan and strategically located within the Chicago/Milwaukee corridor.



OUR MARKET

Downtown Racine is an attractive, exciting and convenient shopping destination for not only local residents, but also for shoppers from nearby Milwaukee and northern Chicago suburbs.

DEMOGRAPHICS:

Primary Trade Area Residents.....	145,530
Median Household Income.....	\$77,627
Percent Associates Degree+.....	28.3%
Percent Family Households.....	60.7%
Median Age.....	33.6
City Residents.....	76,646

VISITOR & EVENT TRAFFIC:

Average Daily Traffic.....	9,200
Daily Day Time Workers.....	1,331
Annual Event Attendance.....	63,000
Programmed Event Dates.....	115

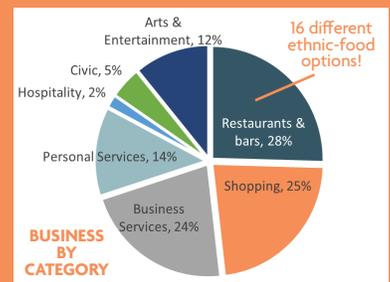
BUSINESS MIX

Downtown Racine has a balanced mix of retail, restaurant and service businesses including multiple galleries, 2 hotels, 3 museums and 5 jewelry stores.

DESTINATIONS

- North Beach | Racine Zoo
- Monument Square | Hot Shop Glass
- Reefpoint Marina
- Racine Heritage Museum & Racine Art Museum

TOTAL DOWNTOWN BUSINESSES: 331



PEOPLE ARE TALKING

“ Downtown Racine has really been built back up over the last several years & has become one of my favorite spots. It has tons of shops, restaurants, galleries & some of the best architecture!

Being right on the lake makes it even better! ”

-Tamara Dowhower, Racine

“ Great things are happening. Lots of really neat ideas for promoting our downtown. ”

- Photographic Design Studio (Downtown Business Owner)



DOWNTOWN RACINE

Downtown Racine, with its well-preserved classic architecture and amazing Lake Michigan views, is the true heart and economic engine of our community; a vibrant and diverse destination to live, shop, explore, and conduct business.

115 PROGRAMMED DATES PER YEAR!

3 Parades | Live Music Fri & Sat during Summer | Wine & Beer Walks | Festivals

EXCITING OPPORTUNITY AWAITS IN DOWNTOWN RACINE

RESIDENTIAL MARKET

Downtown's proximity to the waterfront creates an attractive place to live. Residential options include lakeview high-rises, historic loft apartments and live-work opportunities. *Ample covered parking.

BUSINESS ASSISTANCE

DRC staff members are available to serve as a liaison with the City and others to help you get up and running quickly. Financial and other assistance available includes:

Façade & Sign Grant

50% of eligible costs up to \$12,000.

Design Assistance

Free assistance with signage and façade planning, including renderings.

Tax Increment Finance Assistance

For qualified projects.

KIVA

0% interest loans for small businesses

COMMUNITY INVESTMENT

Downtown Racine Corporation promotes a public-private model for downtown revitalization.

Together with our partners, the DRC has made downtown a safe place to invest.



RACINEDOWNTOWN.COM

LEARN MORE

ABOUT AVAILABLE INVESTMENT
PROPERTIES AND RENTALS

Downtown Racine Corporation

An accredited WI Main St Community and
a National Main Street Community.

Kelly Kruse, Executive Director

262-634-6002 | kkruise@racinedowntown.com

MARKETING MATERIALS

Signs/posters available at DRC office for free!
8x10 or 11x17 sizes.

DOWNTOWN RESTAURANT GUIDE

DOWNTOWN RACINE
★ = OUTDOOR DINING

RACINEDOWNTOWN.COM f X IG

DOWNTOWN RACINE 2025 EVENTS

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- APRIL**
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- MAY**
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10/11 WINE WALK 1PM-4PM
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10/25 CANDY CRAWL NOON-3PM
- NOVEMBER**
11/1 BEER AND BACON WALK 1PM-4PM
11/7 "FLANNEL" FIRST FRIDAYS 4PM-9PM
11/8 BEER AND SOURDON BLAZE FRIDAY 1PM-5PM
11/29 SMALL BUSINESS SATURDAY BY THE GRINCH
- DECEMBER**
12/5 "PA LA LA" FIRST FRIDAYS 4PM-9PM
12/13 KRIS KRINGLE TOUR 11AM-2PM
- *Hard and Snow Free (up) (also plus Wednesday 4pm, Saturday 8am and Beer at Christopher Columbus Corp last and anyone weather permits. **events subject to change. Please check racinedowntown.com
†Festival Hall event
MS = Monument Square + PH = Festival Hall

SMALL BUSINESS
is kind of a
BIG DEAL
PLEASE SPEND ACCORDINGLY.
DOWNTOWN RACINE

YOU ARE PRETTY DARN
Awesome
FOR SUPPORTING SMALL BUSINESS.
DOWNTOWN RACINE CORPORATION DOWNTOWN RACINE

WE  YOU
for loving local
DOWNTOWN RACINE

WHEN YOU SUPPORT
SMALL BUSINESS
YOU ARE SUPPORTING A
DREAM 
DOWNTOWN RACINE CORPORATION DOWNTOWN RACINE

WHEN YOU BUY FROM A SMALL BUSINESS
AN ACTUAL PERSON DOES
A LITTLE HAPPY DANCE 
DOWNTOWN RACINE

BUY LOCAL
OR
BYE BYE LOCAL
DOWNTOWN RACINE CORPORATION DOWNTOWN RACINE

DRC MEMBERSHIP BENEFITS

Membership starts at just \$300 per year and is 100% tax deductible. Stop at the DRC office 425 Main St or download an application at: racinedowntown.com

- We will promote your business through social media: (40,000+ followers) and email (10,000+ subscribers)
- Participation in 80+ events including First Fridays!
- Downtown gift certificate program participation
- Wine Walks, Beer and Bacon Walk, Bourbon & Beer, Soup & Steins, Mini Golf Crawl (limited availability on these events)
- Candy Crawl and Candy Hop participation (includes 1 large bag of candy)
- Participation in Kris Kringle Tour (Kringles provided)
- Discounts on parade applications and Visitor Guide ads
- Membership rewards program for you and your staff
- Participation in scavenger hunt events
- Participation in holiday gift guide



We are a NON-PROFIT organization dedicated to enhancing the image and functionality of downtown by attracting new businesses, residents and visitors.



Join the Downtown Racine Corporation and help us create 80+ events annually, drive marketing, beautify our community, and enhance the district—
together, we make Downtown Racine thrive!

Exclusive MEMBER BENEFITS

Standard Membership - \$300/year

Promotional Reach: Gain exposure through our social media network (35,000+ followers)

Downtown Gift Card Program: Be part of the program that brought in \$25,000+ in redemptions in 2024!

Event Participation: Showcase your business in our signature events:

- First Fridays, Music on the Monument, Saturday Sounds- be a vendor at no cost
- Kris Kringle Tour (Kringles included) • Candy Crawl & Candy Hop (includes candy)
- Limited availability: Beer & Bacon, and Bourbon Walk (+ \$20 fee) Wine Walks • Feast on the Streets

Advertising Perks: Access affordable and collaborative advertising opportunities (boater bags, gift guides. etc)

Discounts: Save \$25 on Party on the Pavement, and save \$50 on Visitor Guide ads.

Staff Rewards Program: Enjoy perks/discounts for you and your staff at other downtown businesses.

Interactive Events: Participate in scavenger hunts and the annual window decorating contest.

New

Premier Membership - \$500/year

Includes all Standard Membership benefits, plus:

- A display ad on our Events page for 3 months of your choosing (60,000+ annual visitors to our site - \$150 value)
- Discounts: Save \$50 on Party on the Pavement, and save \$75 on Visitor Guide ads.
- 50% off HayMarket (formerly Racine HarborMarket) Vendor fees
- Your logo featured on the homepage of our website under the “Be Sure to Visit” section
- Enhanced visibility and promotions for your business year-round

New

Platinum Membership - \$750/year

Includes all Premier Membership benefits, plus:

- A display ad on our Events page for entire year (60,000+ annual visitors to our site - \$600 value)
- Discounts: Save \$75 on Party on the Pavement, and save \$100 on Visitor Guide ads.
- Be a vendor at any of the HayMarkets (formerly Racine HarborMarket) for free.
- Wine Walk, Beer & Bacon, and Bourbon Walk (guaranteed spots and no fees)
- Logo on large sandwich board displayed on Monument Square year-round stating “Be Sure to Visit”

WHEN YOU SUPPORT US, WE MAKE IT OUR MISSION TO SUPPORT YOU!

GIFT CARD PROGRAM

Downtown Racine Corporation offers a gift card program to DRC members. Please accept these gift cards as cash. Then turn in to the DRC office (425 Main St.) with your business name written on the back.

We will reimburse you 100% of the gift card value.



MENTORSHIP PROGRAM

If you are a new business and in need of a mentor that has a similar business in Downtown, please let Kelly Kruse know (kkruise@racinedowntown.com or 608-444-3064).

She will find a match that suits your needs.

Whether it be a one time meeting or weekly check ins, we will work to find someone that can help YOU succeed and navigate in Downtown Racine.



THANK YOU

for being a part of the Downtown community.



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