



DOWNTOWN RACINE CORPORATION

MERCHANT RESOURCE GUIDE

Updated August 2026

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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.

WHY CHOOSE DOWNTOWN RACINE?

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

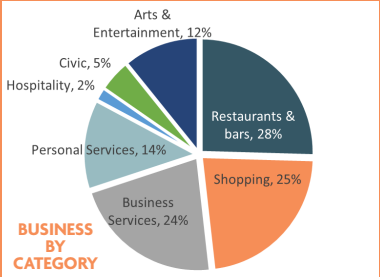
BUSINESS MIX

Downtown Racine has a balanced mix of retail, restaurant and service businesses including multiple galleries, 2 hotels, 3 museums and 4 jewelry stores.

DESTINATIONS

North Beach | Racine Zoo
Monument Square | Laurel Clark Fountain
Reefpoint Marina (largest in the State!)
Racine Heritage Museum & Racine Art Museum

TOTAL DOWNTOWN BUSINESSES: 331



Category	Percentage
Restaurants & bars	28%
Shopping	25%
Business Services	24%
Personal Services	14%
Arts & Entertainment	12%
Civic	5%
Hospitality	2%

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DOWNTOWN RACINE CORPORATION

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

Executive Director: Kelly Kruse

608-444-3064 | kkruse@racinedowntown.com

General Inquiries: Katie Humphrey

262-634-6002 | events@racinedowntown.com

Events Manager: Yolanda Coleman

262-951-6879 | eventsmanager@racinedowntown.com

Chair: Austin Schultz

513-967-6890 | schultaj@gmail.com

CITY OF RACINE

720 Washington Ave. | Racine, WI 53403 | cityofracine.org

Mayor Cory Mason

262-636-9111 | Cory.Mason@cityofracine.org

Economic Development Interim Director Jeff Hinz

262-636-9151 | Jeff.Hinz@cityofracine.org

Downtown Alderman : Malik Frazier

262.865.0219 | Malik.Frazier@cityofracine.org

Downtown BID #1 Chairman: Amanda Paffrath

262-498-7580 | racinedowntownbid@gmail.com

Public Works Commissioner: John Rooney

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

Building and Inspection

General Number, 262-636-9464

cdvbuildingdiv@cityofracine.org

Dan Kirchenberg, Chief Inspector 262-636-9464 | daniel.kirchenberg@cityofracine.org

Nicholas Ricciardi, Plumbing Inspector 262-636-9464 | nicholas.ricciardi@cityofracine.org

Charles Ward, Electrical Inspector 262-636-9464 | charles.ward@cityofracine.org

Racine Police Department - Non Emergency

262-886-2300

Racine Fire Department - Non Emergency

262-886-2300



HOW TO START A BUSINESS IN DOWNTOWN RACINE

STEP 1: CREATING A BUSINESS PLAN

1. Should be influenced by market research and idea generation.
2. Plans define markets, goals, operational plans, and financial projections.
3. Consumer profile defines who you are selling to and how to market your product/service.

BUSINESS PLAN RESOURCES:



US Small Business Administration:

sba.gov/business-guide/plan-your-business/write-your-business-plan



University of Wisconsin-Madison:

polk.extension.wisc.edu/community-development/how-to-write-a-business-plan/

STEP 2: FINDING FUNDING

FUNDING RESOURCES



Facade Grant

Racine's Facade Grant Program reimburses 50% of facade projects costs up to \$10,000 for buildings 50 years and older. To qualify, applicants need approval from the Planning, Heritage, and Design Commission (for downtown commercial properties) before any work is started. Facade Grant Application:

<https://www.buildupracine.org/wp-content/uploads/2024/05/facade-grant-2024.pdf>



Pre-Development Fund Grant:

The Downtown Racine Corporation (DRC) Pre-Development Reimbursement Grant is designed to support businesses exploring opportunities within the downtown district. A grant of \$5,000 per location is available to eligible applicants.

rcecdc.org/wp-content/uploads/2026/07/DRC_Pre-development_Grant-fillable.pdf



RCEDC Loan Programs and Grants

A variety of community loan funds, often referred to Revolving Loan Funds (RLFs), are available to growing businesses in Racine County with financing needs.

rcecdc.org/finance-solutions/

STEP 3: FINDING A LOCATION

Before signing a lease, verify zoning, parking requirements, occupancy limits, licensing requirements, and any design review obligations with City staff. This can help avoid unexpected costs, delays, or limitations after a lease has been executed.

Each property in downtown Racine is subject to the Downtown Area Design Guidelines, which means there is a heightened design standard that will need to be met. This design standard is largely due to the historic aesthetic and prominence of the area, as there are numerous buildings and districts listed in the national register for historic places. Additionally, the vast majority of downtown businesses are zoned B-4 Central Business District and must conform to the standards of Subdivision VII, Division III of Article V of the Municipal Code.



RCEDC Property Available Downtown Racine Property Listings: [RCEDC.org](https://rcedc.org)



RACINE MUNICIPAL CODE:

library.municode.com/wi/racine/codes/code_of_ordinances?nodeId=PTIIMUCO_CH114ZO_ARTVDIRE_DIV3BUDI_SDVIIB4CEBUDI

STEP 4: PERMITTING AND LICENSES

Permits for Required Building Alterations

The City of Racine requires permits for all building construction, demolitions, alterations, and additions. New projects are required to conform to Chapter 18 of the Municipal Code of Ordinances: Buildings and Building

Regulations. Another helpful resource is the State Building Code, which each municipality is required to enforce.

PERMIT/LICENSE RESOURCES



Building Inspection:

cityofracinewi.gov/citydevelopment/building-inspection/



Electrical Permit Form:

media.cityofracinewi.gov/media/wp-content/uploads/2026/03/30172953/Electrical-Permit-Application.pdf



Plumbing Permit Form:

media.cityofracinewi.gov/media/wp-content/uploads/2026/03/26173554/Plumbing-Permit-Application.pdf



HVAC permit forms and the City's yearly permit fee schedule:

cityofracinewi.gov/citydevelopment/building-inspection/

UNDERSTANDING COMMERCIAL LEASES

Gross Lease

One monthly payment covers rent and most property expenses, such as taxes, insurance, and common area maintenance (CAM). Utilities may or may not be included—always ask.

Modified Gross Lease

The landlord pays some expenses while the tenant pays others. For example, you may pay utilities while the landlord covers taxes and insurance.

Triple Net (NNN) Lease

In addition to base rent, the tenant pays:

Property taxes • Building insurance • Common Area Maintenance (CAM)

BEFORE YOU SIGN A LEASE" CHECKLIST

- Confirm zoning compliance.
- Confirm parking availability.
- Verify occupancy load requirements.
- Verify utility capacities.
- Confirm signage opportunities and restrictions.
- Discuss design review requirements.
- Confirm availability of grants and incentives.

CERTIFICATE OF OCCUPANCY

Any new business opening in the City of Racine will need a Certificate of Occupancy approved before operating hours can begin. According to Section 114-97 of the municipal code building permit applications are typically treated as occupancy permits, unless a change in use is occurring without any building alterations, in which the below form must be sent to the Zoning Administrator. Occupancy permits can only be issued and approved after all building permits are pulled, and alterations are completed so that inspections can be made.



Business Occupancy Form:

cityofracinewi.gov/uploadedFiles/_MainSiteContent/Departments/Building_Inspection/_Permits/Occupancy%20Permit.pdf



Certificate of Occupancy Code:

library.municode.com/wi/racine/codes/code_of_ordinances?nodeId=PTIIMUCO_CH114ZO_ARTIIADEN_DIV5OCCE

LICENSES

Depending on the type of business you plan on opening, you may need to apply for licenses. Licenses are overseen by the Department of Customer Service, City Clerk, and Treasurer. If your business plans on serving hard beverages, you will need a liquor license.



Liquor License Information:

cityofracinewi.gov/clerk/apply-for-permit/liquor-license/



List of Miscellaneous Licenses:

cityofracinewi.gov/clerk/apply-for-permit/misc-licenses/



STEP 5: DESIGN REVIEW AND BOARD APPEARANCES

If you plan on opening a business in Downtown Racine, you will most likely need to appear before the Planning, Heritage, and Design Commission at some point. The Commission is responsible for design review for signage and facade changes and also gives conditional use approvals for new businesses, among other responsibilities. Here are a few city provided design resources that will help you gain commission approval.



Downtown Design Guidelines:

media.cityofracinewi.gov/media/wp-content/uploads/2025/03/Downtown-DesignGuidelines-5_10_05.pdf



Downtown Design Municipal Code:

library.municode.com/wi/racine/codes/code_of_ordinances?nodeId=PTIIMUCO_CH114ZO_ARTVIIISUDIREDIV12DOARDEGU

DESIGN - KEY TAKEAWAYS

INFORMATION TO GUIDE YOUR EXTERIOR DESIGN DECISIONS

1. New businesses should fit in with the historic aesthetic of the downtown area, which means no primary or neon colors, and no painting over brick. The best way to determine colors and materials for your business would be to take a brief walk around the downtown area and see what's already there.
2. A large part of the design review process will focus on the pedestrian experience. The commission wants inviting storefront windows, and inset entrances on a different dimension than the facade, with at least 50% window area so that people passing by can peek in.
3. Racine's downtown businesses are known for their dimension and detail, so new businesses are expected to have accenting and trim and cannot be monotonous in pattern or depth. Taller buildings should have horizontal breaks clearly differentiating retail, tenant space, and the top of the building.
4. Signage should not overwhelm or clash with the building facade and should instead work to blend in and complement the surrounding aesthetics. Signage should be harmonious with neighboring properties' signage and should not overwhelm in size or design.

STEP 6: RIBBON CUTTING

When you're ready to open, don't forget to schedule your Ribbon Cutting Celebration! We'll help you celebrate your hard work by coordinating a ribbon cutting, inviting community leaders, promoting your grand opening, and introducing your business to the Downtown Racine community.

Let's celebrate your success together!

Kelly Kruse | Executive Director, Downtown Racine Corporation

262-634-6002 | kkruse@racinedowntown.com



FREQUENTLY ASKED QUESTIONS (FAQS)

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

Business Improvement Districts are established to perform duties such as marketing, event management, improving and monitoring safety and maintaining public spaces within particular areas where the commercial and industrial property owners pay special assessments to fund these services. Racine has three BIDs and one business association that work to promote and strengthen specific areas of the city. These organizations also offer incentives for business development such as design services, signage grants, business rental assistance programs and landscaping/lighting grant opportunities.

Each organization offers different incentives, so contact the appropriate organization to discover what services they may be able to offer to your business.

Does Downtown Racine have a BID?

Yes, Downtown Racine has a BID. The Downtown Business Improvement District #1 was formed in 2002.

Current mill rate (2026) is \$2.20 per \$1,000 assessed

What amenities has the Downtown BID funded?

BID funds have been used to provide the following downtown amenities:

- Public Service Ambassadors (PSA) who help with events, offering a welcoming presence and cleanup
- Off-duty police officers at events
- Sidewalk and curb cleaning
- Downtown holiday lights, holiday tree and wreaths
- District marketing
- Downtown sidewalk plantings, hanging baskets and street banners
- Downtown Racine Visitor Center

WHAT ARE THE FIRST STEPS FOR OPENING A BUSINESS?

The first step in opening a business in Downtown Racine is confirming that your proposed business use is allowed under the current zoning regulations through the City of Racine Department of City

Development (DCD). Once the proposed use is verified as a permitted use under the current zoning regulations, all required permits should be identified. Business owners are encouraged to meet with City staff to discuss proposed projects. City staff can support identifying and assembling necessary documentation business owners need to open.

WHAT PERMITS AND APPROVALS ARE REQUIRED?

Several permits and approvals are needed to open a business in Downtown Racine, including certificate of occupancy, building permits, signage permits, fire inspections, applicable liquor license, applicable conditional use permits, and final certificates of occupancy. These requirements are determined and administered through the City of Racine's Department of City Development (DCD).

WHO SHOULD I CONTACT FIRST?

Business owners should begin by contacting the City's Economic Development Department, which can provide directories to appropriate staff and outline the development process. Early communication with City staff is critical to avoid confusion and delays in the development process.



FAQS CONTINUED

(2 OF 3)

WHAT IS THE ROLE OF EDD, DRC, AND THE BID?

- **The City's Economic Development Dept (EDD)** regulates development, administers permits, and implements economic development strategies. Its mission includes expanding the tax base, improving quality of life, and guiding growth.
- **The Downtown Racine Corporation (DRC)** is a nonprofit focused on business recruitment, marketing, and event programming, helping to create a vibrant and economically-active downtown.
- **The Racine Downtown Business Improvement District (BID)** was established through a shared tax assessment of properties within certain boundaries of the downtown district with the goal (as dictated by Wisconsin State Statute) of improving the district through development, redevelopment, maintenance, operation and promotion of the district.

WHAT ARE COMMON MISTAKES OR MISSING STEPS WHEN OPENING?

A 2025 and 2026 Downtown survey data highlighted common issues in opening a business:

- Failing to apply for all required permits
- Misunderstandings and violations of the design process.
- Who to contact throughout the development process: 262-636-2151 • Jeffrey.Hintz@CityofRacine.org

WHAT DEPARTMENTS ARE INVOLVED IN THE APPROVAL PROCESS IN DOWNTOWN?

The approval process involves multiple City departments working collaboratively. Key departments include the Department of City Development (zoning, planning, and economic development), Building and Safety (permits and inspections), Department of Public Health (health permits and inspections), and the Fire Department (life safety compliance). In addition, projects in the downtown area may require review by design-related bodies, reflecting the City's commitment to maintaining the character of the Downtown.

WHAT IS THE PLANNING, HERITAGE, AND DESIGN COMMITTEE?

The Planning, Heritage, and Design Committee is a City-appointed body that reviews projects affecting the exterior appearance of buildings, particularly in Downtown Racine and historic areas. Its role is to ensure that new development and renovations align with established design standards, historic preservation goals, and the overall aesthetic of the district. This committee is an important part of maintaining Downtown Racine's identity and walkable character.

When is design review required?

Design review is typically required when a project involves changes to the exterior of a building, including façade modifications, signage installation, window replacements, or changes in materials and colors. These reviews ensure that updates are consistent with downtown design standards and historic preservation guidelines. Early coordination with City staff can help determine whether design review is necessary.

WHAT ARE DESIGN AND FACADE REQUIREMENTS?

Design and façade requirements in Downtown Racine are intended to preserve and enhance the Historic and visual character of the district. These standards may regulate building materials, Storefront configurations, window transparency, and architectural details. The City of Racine Department of City Development provides guidance on these requirements as part of its broader Downtown planning and redevelopment efforts.

Are there design guidelines or visual standards?

Yes, the City provides design expectations and standards that guide development in Downtown Racine, including within overlay or historic areas. These guidelines help ensure consistency and support place-making goals. Business owners can access resources through the City's development page: cityofracinewi.gov/citydevelopment/

FAQS CONTINUED (3 OF 3)

WORKING WITH THE DOWNTOWN RACINE CORPORATION (DRC)

- **What does the DRC do?** The Downtown Racine Corporation (DRC) is a nonprofit organization that supports downtown economic development through business recruitment, marketing, and event programing.
- **How can the DRC support businesses?**

The Downtown Racine Corporation is your partner from the day you begin planning your business to long after you open your doors. We provide one-on-one guidance, connect you with local resources, grants, and funding opportunities, promote your business through marketing and events, and celebrate your milestones with ribbon cuttings and grand openings. Our goal is simple: to help your business succeed and thrive in Downtown Racine. Call the office at 262-634-6002 or Kelly Kruse (executive director) directly at 608-444-3064

What is the best way to receive updates?

Stay connected with the DRC so you never miss important downtown news, event details, deadlines, promotional opportunities, or business resources.

- Provide your email address to receive our weekly merchant emails.

Send to events@racinedowntown.com

- Provide your cell phone number to receive merchant text updates and reminders.

Send cell # to events@racinedowntown.com

- Join the private Downtown Racine Merchant Facebook Group at: <https://www.facebook.com/groups/DowntownRacine>

We recommend signing up for all three communication channels to ensure you receive the most timely and complete information.

FINANCING, CONTRACTORS, AND EXTERNAL SUPPORT

- **Do I need an architect or consultant?** For projects involving renovations, structural changes, or code compliance, working with an architect or consultant is highly recommended. These professionals understand

local building codes, design requirements, and permitting processes, which can help prevent costly mistakes and delays. In Downtown Racine, where design review and historic considerations may apply, experienced professionals can also help ensure your project aligns with City expectation.

How do I find reliable contractors? Reliable contractors can be identified through recommendations from architects, City staff, and other business owners who have completed similar projects. It is important to verify licenses, review past work, and request multiple bids before selecting a contractor. Building a trusted team early in the process can significantly reduce the risk of delays and ensure your project meets the required standards.



STAY CONNECTED

Merchant Emails

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

Merchant Texts

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

Facebook Downtown Advocacy Group

Join group at: Facebook.com/groups/DowntownRacine

PARKING

ABM Parking Ramps & Lots: 414-364-1757



Alternate Side Parking Rules - December 1 – April 1

cityofracinewi.gov/publicworks/parking/

OUTDOOR SPACE UTILIZATION

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

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 2026 EVENTS

JANUARY

JAN TBD – STATE OF THE DOWNTOWN

JAN 24 – BURRR CRAWL

FEBRUARY

FEB 21–28 – CRAFT BEER WEEK

FEB 28 – CHILI ICE WALK

MARCH

MAR 7 – ST. PADDY'S PUB CRAWL

MAR 14 – ST. PATRICK'S DAY PARADE

APRIL

APR 4 – CANDY HOP

APR 11 – SOUP & STEINS

MAY

MAY 1 – FIRST FRIDAYS - *CREATIVE CRAWL*

MAY 9 – WINE WALK

MAY 16 – WINE WALK

MAY 29 – SPRING FEAST ON THE STREETS

JUNE

JUN 5 – FIRST FRIDAYS - *SUMMER BASH*

JUN 11 – HAYMARKET, MS

JUN 12-13– RACINE HARBORFEST* FH

JUN 13 – MINI-GOLF CRAWL

JUNE 19 - TOUR OF AMERICA'S DAIRYLAND BIKE RACE

JUN 20 - Lighthouse Run*

JUN 25 – HAYMARKET, MS

JUN 26 - MUSIC ON THE MONUMENT, MS

JUN 27 - SATURDAY SOUNDS, MS

JULY

JUL 3 – FIRST FRIDAY - *RED, WHITE, AND BLUES*

JUL 4 – 4TH OF JULY PARADE

JUL 9 – HAYMARKET

JUL 10 – MUSIC ON THE MONUMENT, MS

JUL 11 – SATURDAY SOUNDS, MS

JUL 17 – MUSIC ON THE MONUMENT, MS

JUL 17-26 SALMON A RAMA* FH

JUL 18 – SATURDAY SOUNDS, MS

JUL 23 – HAYMARKET, MS

JUL 24 – MUSIC ON THE MONUMENT, MS

JUL 25 – SATURDAY SOUNDS, MS

JUL 31 – MUSIC ON THE MONUMENT, MS

AUGUST

AUG 1 – SATURDAY SOUNDS, MS

AUG 1 - RIVERFEST AND CARDBOARD BOAT RACE

AUG 6 – HAYMARKET, MS

AUG 7 – FIRST FRIDAYS - *SCOOP THE LOOP*

AUG 8 – SATURDAY SOUNDS, MS

AUG 14 – MUSIC ON THE MONUMENT, MS

AUG 15 – SATURDAY SOUNDS, MS

AUG 20 – HAYMARKET, MS

AUG 21 – MUSIC ON THE MONUMENT, MS

AUG 22 – SATURDAY SOUNDS, MS

AUG 28 – MUSIC ON THE MONUMENT, MS

AUG 29 – SATURDAY SOUNDS, MS

SEPTEMBER

SEPT 4 – FIRST FRIDAY - *COUNTRY*

SEPT 11 – FALL FEAST ON THE STREETS

SEPT 19 – PARTY ON THE PAVEMENT

OCTOBER

OCT 2 – FIRST FRIDAYS - *OCTOBERFEST*

OCT 10 – WINE WALK

OCT 17 – WINE WALK

OCT 24 – CANDY CRAWL

NOVEMBER

NOV 6 – FIRST FRIDAYS - *THEME TBD*

NOV 7 – BEER AND BACON WALK

NOV 14 – HOLIDAY PARADE & TREE LIGHTING

NOV 21 – LADIES DAY OUT

NOV 27 – BEER AND BOURBON BLACK FRIDAY

NOV 28- SMALL BUSINESS SATURDAY

DECEMBER

DEC 4 – FIRST FRIDAYS - *TIS THE SEASON*

DEC 12 – KRIS KRINGLE TOUR

*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

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

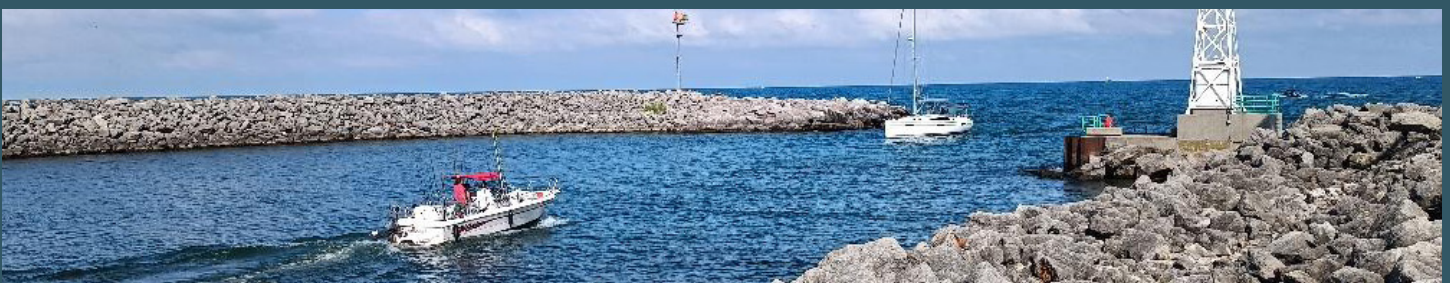
Provides grants, loans and equity investments to City of Racine technology-based (Advanced Mfg, Food Processing, Info Systems, Medical Devices, Biosciences, etc.) companies and emerging growth businesses.

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



PROMOTE YOUR BUSINESS ON THE DOWNTOWN RACINE WEBSITE

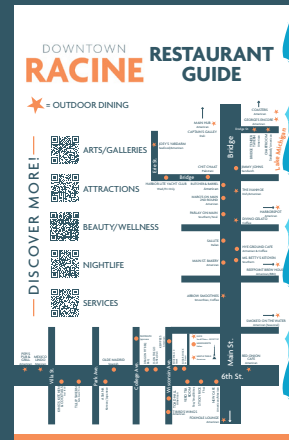
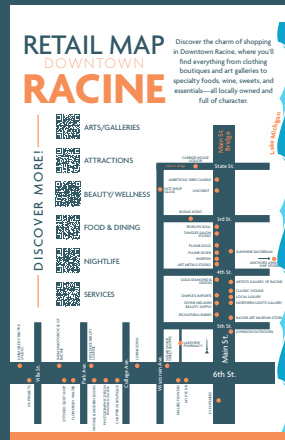
List your events, specials, and promotions on RacineDowntown.com using our simple online submission form. With 100,000+ annual website visits, it's an easy and effective way to promote your business and attract new customers. Simply fill out the information at:

racinedowntown.com/events/submit-an-event/add



MARKETING MATERIALS

Available at DRC office for free!



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

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

WE  YOU
for loving local
DOWNTOWN
RACINE

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

- We will promote your business through social media:
(40,000+ followers) and email (14,000+ subscribers)
- Participation in 80+ event dates including First Fridays!
- Downtown gift certificate program participation
- Wine Walks, Beer and Bacon Walk, Bourbon & Beer, Soup & Steins, Mini Golf Crawl, Feast on the Street (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, Party on the Pavement and Visitor Guide
- Membership rewards program for you and your staff
- Participation in scavenger hunt events
- Participation in boater events, Corporate initiatives (example CNH Discovery Week)

Questions? **We have the answers!**



Kelly Kruse

Executive Director
608-444-3064

kkruse@racinedowntown.com



Yolanda Coleman

Events Manager
262-951-6879

eventsmanager@racinedowntown.com



Katie Humphrey

Experience Coordinator
262-634-6002

khumphrey@racinedowntown.com



Ann Brennan

Executive Administrative Assistant
541-870-8445

abrennan@racinedowntown.com

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 (kkkruse@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.



DOWNTOWN
RACINE
CORPORATION

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