

DOWNTOWN RACINE CORPORATION 2019 UPDATE

Downtown Racine Corporation is 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. We have focused on implementing strategic marketing and economic development programs to DRIVE TRAFFIC TO OUR DOWNTOWN AND INTO OUR STORES.

EVENTS January 1 - December 31, 2019

- Ice Rink
- Fire and Ice Festival
- Restaurant Week
- Craft Beer Week
- St. Patrick's Parade
- 2 Wine Walks - *New in 2019*
- Bags League - *New in 2019*
- Bend and Brew Yoga
- Bench Scavenger Hunt- *New in 2019*
- Music on the Monument
- Saturday Sounds on the Square
- German Fest
- Party on the Pavement
- Candy Crawl - *New in 2019*
- Holiday Parade
- Ladies Night Out - *New in 2019*
- Kris Kringle Tour



NEW BUSINESSES

- 2 Swift Suits
- 5K Events.org
- Abrezo
- Authentique
- Best Thoughts Academy
- Bonifide Nutrition
- CBD American Shaman
- Chit Chaat
- Dark Room Unplugged
- Doering & Co's
- Eggplant Café
- Fashion Lux Clothing
- Gold Diamond and Design
- Healthcare Network
- Joey's Yardarm
- Marci's on Main
- OS Projects
- Plumb Silver
- Plush
- Root City
- Smart Mart
- Stowell
- The Maple Table
- Zodiac

TOTAL ATTENDANCE **26,000+**

ECONOMIC IMPACT **\$800,000+**

VOLUNTEERS WORKED **630 HOURS**

MARKETING REACH

f
11,568
Facebook followers

Instagram
2,101
Instagram followers

Twitter
1,535
Twitter followers

✉
6,468
email followers

📱
3,032
text club

💻
87,401
web page views

BEST OF Racine County
2019 1ST PLACE WINNERS

- Best Lunch: Kewpee Sandwich Shop
- Best Restaurant: Olde Madrid
- Best Live Music/Free Entertainment: First Friday
- Best Tattoo Parlor: Private Stock Tattoo
- Best Jewelry Store: Plumb Gold
- Best Non-Chain Clothing Store: Lornacopia
- Best Flower Shop: Millers Flowers
- Best Event: Party on the Pavement
- Best New Business: The Maple Table



TARGETED MARKETING •••••

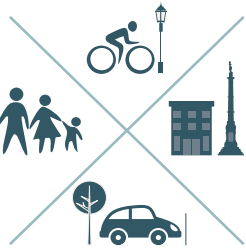
New in 2019, a multi-platform campaign ran that was targeted in Northern Illinois to promote tourism to downtown Racine. 385,000+ digital impressions were delivered on various websites and aimed at females, \$100,000+ income, living in Northern Illinois with interests in travel and day trips. This resulted in 880 visits to the racinedowntown.com website. Sample ad shown.



In addition, 3,000 copies of the Downtown Racine Visitor Guide was distributed to over 150 locations in Northern Illinois along the I-94 corridor with a 95% pick up rate.

PEDESTRIANS, PLAZA & PARKING

Exploring solutions for traffic, Monument Square and parking



The DRC worked closely with the City of Racine to drive an open and collaborative engagement process on the potential redesign of our streets, the assessment of our parking, and potential redesign of Monument Square. The firm chosen, Toole Design, was in Racine July 8-11 and July 29-August 1st and hosted numerous focus groups, community engagement sessions and concluded with a final presentation of ideas around these topics. They presented the final recommendation to the City of Racine in November. Implementation of these recommendations will be going to council in the coming months. The DRC continues to work closely with the City to move these multi-year recommendations forward.

DRC HAS 200+ ACTIVE MEMBERS

2020 DOWNTOWN RACINE CORPORATION BOARD OF DIRECTORS

- Dave Kamm, Chairman, CPA, Kamm Consulting LLC
- Jim Venturini, Immediate Past Chairman, David Insurance
- Katie Matteson, Vice Chairman, Belle City Magazine
- Derek Petersen, Treasurer Johnson Bank
- Jim Palenick, City Administrator, City of Racine
- Jeff Coe, 1st District Alderman
- MT Boyle, Racine County
- Samuel Christensen, Racine County
- Anthony Porcaro, Indian Motorcycle of Racine
- Dimple Navratil, Dimple's Imports
- Tony Bigonia, Uncorkt
- Andrea Scharding, Feiner Plumbing
- Austin Schultz, Plumb Gold and Plumb Silver
- Chris Hefel, The Blake Building
- Ben Klenke, Baird
- Ashley Staeck, The Johnson Foundation at Wingspread
- Devon Borst, All Saints Foundation
- Anna LeGath, Joey's Yardarm
- Dan Oakes, Dover Flag & Map and Oakes Construction
- Tamara LoPiparo, The Maple Table
- Angie Molina, Racine Brewing Company

BUSINESS IMPROVEMENT DISTRICT #1 BOARD OF DIRECTORS

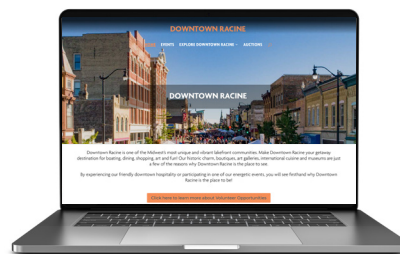
- Mark Levine, Chairman (Property Owner)
- Jeff Coe (1st District Alderman, Ex Officio)
- Joey LeGath (Business and Property Owner)
- Matt Sadowski (City Employee)
- Ed Scharding, Treasurer (Business and Property Owner)
- Dean Rosenberg, Secretary (Business and Property Owner)
- Andrew Dodge (Downtown Employee)
- Michelle Schimian (Business Owner)
- Kelly Kruse (BID Manager)

BUSINESS IMPROVEMENT DISTRICT #1 * BENEFITS

- Cement Flower Pots & Hanging Baskets
- Public Service Ambassadors
- Weekend Roving Security
- Sidewalk Cleanup, Weed Spraying and Sweeping
- Seasonally Changed Street Light Banners
- Graffiti Removal
- 7 Day a Week Visitor Center
- Holiday Lights and Tree
- Downtown Visitor Guide
- Multi-Platform Marketing of Downtown

*BID was formed in 2002 for the purpose of redeveloping & improving the downtown.

NEW WEBSITE *Redesigned and mobile friendly*



The BID and DRC have teamed up to bring downtown Racine a brand new website! New features include an "Open Sunday" page, merchant page with all pertinent info including past newsletters and the entire site is now mobile friendly, meaning it is easy to read on phones, which is where most of our traffic comes from.

www.racinedowntown.com

Kelly Kruse, Executive Director
262-634-6002
kkruse@racinedowntown.com

Dave Kamm, Chairman
262-497-9232
dkamm@wi.rr.com

GET INVOLVED
Contact us today to learn more.