

DOWNTOWN RACINE

WHY DOWNTOWN RACINE?

Retail growth over the past three years and pending major housing and hotel developments have prompted downtown's "Racine-naissance." The boom began in 2018 with 23 new business openings and another 24 new restaurants, shops and service companies in 2019 along with 10 new businesses in 2020, despite the challenges of COVID-19, filling once empty storefronts with new vibrancy. Downtown Racine is now home to more than 40 restaurants, pubs and coffeehouses, over 50 retail shops and galleries and three museums. More than 60 days of events scheduled for 2021 will draw regional traffic to downtown, further expanding the local customer base.

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.....	8,700
Annual Event Attendance.....	51,000
Programmed Event Dates.....	54

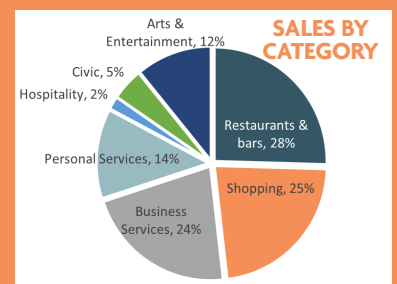
BUSINESS MIX

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

DESTINATIONS

Festival Hall | Racine Heritage Museum
Monument Square | Gateway Tech College
Reefpoint Marina | Racine Art Museum

TOTAL DOWNTOWN BUSINESSES: 301



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.

60+ PROGRAMMED DATES PER YEAR!

Parades | Live Music Fri/Sat during Summer | Wine & Beer Walks | Festivals | Yoga | And Many More!



EXCITING OPPORTUNITY AWAITS IN DOWNTOWN RACINE

RESIDENTIAL MARKET

Downtown's adjacent proximity to the waterfront creates an attractive place to live. Residential options include lake view high rises, historic loft apartments and live-work opportunities.

6 Downtown Residential complexes
Walkable Population (1/4 mile): 772
Average Monthly Rental Rate: \$845
Percent Owned/Rented: 17%/83%

In addition, 3 market-rate housing developers are breaking ground in 2021 which will be creating 1,000 housing units.

BUSINESS ASSISTANCE

We are committed to helping new businesses get started in our community. 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 \$10,000.
Design Assistance
Free assistance with signage and façade planning, including renderings.
Tax Increment Finance Assistance
For qualified projects.

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.

Private Investment in 2020: \$1.4 million
Building Renovations in 2020: 6.5 million
Public Investment in 2020: \$300,000

3 hotels will break ground in 2021 and create an additional 350 rooms and a total investment of \$200 million.



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

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