

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." **30 new businesses have opened in 2021** and Downtown Racine is now home to more than 125 restaurants, pubs and coffeehouses, retail shops and three museums. More than 100 days of events scheduled for 2022 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
Daily Day Time Workers.....1,331
Annual Event Attendance.....51,000
Programmed Event Dates.....100

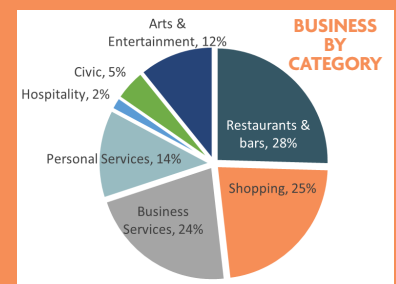
BUSINESS MIX

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: 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.

100 PROGRAMMED DATES PER YEAR!

3 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 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: 17%

Percent Rented: 83%

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:

WEDC Bounceback Grant

New leases in previously vacant building are eligible for \$10,000.

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

A boutique hotel will break ground in 2022 and will have 80 rooms, a roof-top bar and meeting rooms.



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 | kkruse@racinedowntown.com