

DOWNTOWN RACINE CORPORATION

2021 REVIEW

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, 2021

- Chili Ice Walk- **New in 2021**
- Craft Beer Week
- St. Patty Pub Crawl - **New in 2021**
- Seltzer Stroll - **New in 2021**
- 4 Wine Walks - **Up from 2 in 2020**
- Beer & Bacon Walk
- Bend and Brew Yoga- **Added indoor**
- Scavenger Hunts
- Music on the Monument
- Saturday Sounds
- Party on the Pavement
- Candy Crawl
- Candy Hop - **New in 2021**
- Ladies Night Out
- Small Business Saturday
- Kris Kringle Tour



TOTAL ATTENDANCE 16,000+

MARKETING REACH

Photo by Varitay Studios



f
15,740
*Facebook
followers*

Instagram
3,683
*Instagram
followers*

8,282
*email
followers*

1,738
*Twitter
followers*

48,243
*web page
views*

3,484
text club

NEW BUSINESSES

A Mother's Love, LLC
aXcess Professional Services
Badger State Digital Holdings LLC
Balanced Vision LLC
Balanced Vision Wellness Boutique LLC
Barker Firearms & Training LLC
Beautifully Inspired Aesthetics
Bestie's Boutique
Brit's BouChic
Cake Pop and Roll
Classic Violins Woodwind and Brass
Contempo Financial
Coveredcare
Elegant Beauty and Brows
Gabi Prince Real Estate Group
Gamestersbay, LLC
Glam by Nish
Inmoxicated LLC
Lamour Galleria Events LLC
Lanie's Lashes
Little Port Brewing
Luxe Lounge
Mexico Lindo
Monument Property Management
Raw Silk Hair Salon
RSL Apparel
Recon Relocation General Contractor
Rise Up
Social on Sixth
Supportive Hands Personal Care Services
Taste of Soul 262
The Fix Beauty Bar
The Unique Experience
Treebarn LLC
Urban Lidz

**DRC HAS 200+
ACTIVE MEMBERS**

\$10,000 WEDC VACANT BUILDING GRANT

Awarded as of: 10-27-21

5Kevents.org, LLC 215 6th Street
aXcess Professional Services LLC 610 Main Street
Balanced Vision LLC 500 Wisconsin Ave.
Barker Firearms & Training LLC 524 Main St, Suite 303
Beautifully Inspired Aesthetics 422 Main Street
Lamour Galleria Events LLC 500 Wisconsin Ave.
Luxe Listings LLC 500 College Ave.
Monument Property Management LLC 524 Monument Square
Recon Relocation General Contractor Inc. 212 4th Street
Regime Hair Studio / Raw Silk Hair Salon LLC 523 Wisconsin Ave.
ThoTh LLC 610 Main Street
Tressbarn262 LLC 610 Main Street #108



MERCHANT RESOURCE GUIDE

- Funding and Training Resources • Permits & Grant info
- Marketing Materials • 40+ Distributed in 2021



2021 DOWNTOWN RACINE CORPORATION BOARD OF DIRECTORS

MT Boyle, Chairman, Racine County
Tim Mason, Vice Chairman, Express Personnel
Dave Kamm, Immediate Past Chairman, CPA, Kamm Consulting LLC
Barry Fries, Treasurer, Johnson Financial
Austin Schultz, Secretary, Plumb Gold and Plumb Silver
Katie Matteson, Ascension All Saints Foundation
John Rooney, DPW, City of Racine
Jeff Coe, 1st District Alderman
Ben Klenke, Baird
Ashley Staeck, The Johnson Foundation at Wingspread
Devon Borst, All Saints Foundation
Anna LaGath, Joey's Yardarm
Dan Oakes, Dover Flag & Map and Oakes Construction
Tamara LoPiparo, The Maple Table
Jane Batten, Community Representative
Ram Bhatia, Village of Mt. Pleasant
Marc Bruley, Marci's on Main
Ralph Malicki, Malicki's Piggly Wiggly
Tim Ryan, Mt. Royal Investment Group

BUSINESS IMPROVEMENT DISTRICT #1 BOARD OF DIRECTORS

Andrew Dodge, Chairman (Downtown Employee)
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)
Mark Levine, (Property Owner)
Michelle Schimian (Business Owner)
Kelly Kruse (BID Manager)



1ST PLACE WINNERS

Best Brewery:
Racine Brewing Company

Best Lunch & Best Burger:
Kewpee Sandwich Shop

Best Non-Chain Clothing Store
Best Antiques/Collectibles

Best Unique Gifts:
Dimple's

Best Restaurant:
Olde Madrid

Best Fish Fry & Best Bar Food:
Joey's Yardarm

Best Flower Shop:
Millers Flowers

Best Steaks:
Corner House on the Lake

Best Bloody Mary:
Pepi's Pub and Grill

Best Breakfast/Brunch:
The Maple Table

Best Place to Take the Kids:
Racine Zoo

Best Art Gallery:
Racine Art Museum

Best Yoga Studio:
Yoga Roots Racine

Best Live Music:
Smok'd on the Water

Best Tattoo Parlor:
Private Stock Tattoo

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.

GET INVOLVED

Contact us today to learn more.

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MT Boyle, Chairman
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