



DOWNTOWN RACINE CORPORATION

MERCHANT RESOURCE GUIDE

Updated July 2022

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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.

DOWNTOWN RACINE CORPORATION

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

Executive Director: Kelly Kruse

608-444-3064 | kkruse@racinedowntown.com

Office and Public Relations Manager: Lisa Shockley

262-634-6002 | lshockley@racinedowntown.com

Chairman : MT Boyle

262-215-7063 | MT.Boyle@racinecounty.com

Vice Chair: Tim Mason

262-498-6170 | Tim.Mason@ExpressPros.com

Full list of Downtown Merchants

Visit Racinedowntown.com, click on the 'Explore' tab

CITY OF RACINE

720 Washington Ave. | Racine, WI 53403

Mayor Cory Mason

262-636-9111 | Cory.Mason@cityofracine.org | Website: cityofracine.org/Mayor/

City Administrator: Paul Vornholt

262-636-2540 | Paul.Vornholt@cityofracine.org

Downtown Alderman : Jeff Coe

262-989-0964 | jeff.coe@cityofracine.org

Public Works Commissioner: John Rooney

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

Racine Police Department - Non Emergency

262-886-2300

Racine Fire Department - Non Emergency

262-886-2300



DOWNTOWN RACINE 2022 EVENTS

JANUARY

- 1/22 Onesie Bar Crawl 7pm
- 1/26 State of the Downtown 5:30pm (Johnson Building)

FEBRUARY

- 2/19-2/26 Craft Beer Week
- 2/26 Chili Ice Walk 12pm-4pm

MARCH

- 3/12 St. Patty's Pub Crawl 1pm-7pm
- 3/19 St. Patrick's Day Parade 12pm

APRIL

- 4/23 Candy Hop Noon-2pm

MAY

- 5/6 First Fridays 4pm-9pm
- 5/7 Wine Walk 1pm-6pm
- 5/14 Wine Walk 1pm-6pm

JUNE

- 6/3 First Fridays 4pm-9pm
- 6/11 Mini-GOLF Pub Crawl
- 6/17 Music on the Monument 4:30pm-7pm (MS)
- 6/18 Seltzer Stroll 1pm-6pm
Saturday Sounds 4:30pm-7pm (MS)
- 6/24 Music on the Monument 4:30pm-7pm (MS)
- 6/25 Lighthouse Run & Health Fair 8am-2pm
- 6/25 Saturday Sounds 4:30pm-7pm (MS)
- 6/30 Racine Harbor Market 4:30pm-7:30pm (MS)

JULY

- 7/1 Music on the Monument 4:30pm-6pm (MS)
- 7/1 First Fridays 4pm-9pm
- 7/2 Saturday Sounds 4:30pm-7pm (MS)
- 7/3 Strike up the 4th
- 7/4 4th of July Parade
- 7/8 Music on the Monument 4:30pm-7pm (MS)
- 7/9 Saturday Sounds 4:30pm-7pm (MS)
- 7/15 Music on the Monument 4:30pm-7pm (MS)
- 7/16 Saturday Sounds 4:30pm-7pm (MS)
- 7/22 Music on the Monument 4:30pm-7pm (MS)
- 7/23 Saturday Sounds 4:30pm-7pm (MS)
- 7/28 Racine Harbor Market 4:30pm-7:30pm (MS)
- 7/29 Music on the Monument 4:30pm-7pm (MS)
- 7/30 Saturday Sounds 4:30pm-7pm (MS)

AUGUST

- 8/5 Music on the Monument 4:30pm-6pm (MS)
- 8/5 First Fridays 4pm-9pm
- 8/6 Saturday Sounds 4:30pm-7pm (MS)
- 8/12 Music on the Monument 4:30pm-7pm (MS)
- 8/13 Saturday Sounds 4:30pm-7pm (MS)
- 8/19 Music on the Monument 4:30pm-7pm (MS)
- 8/20 Saturday Sounds 4:30pm-7pm (MS)
- 8/25 Racine Harbor Market 4:30pm-7:30pm (MS)
- 8/26 Music on the Monument 4:30pm-7pm (MS)
- 8/27 Saturday Sounds 4:30pm-7pm (MS)

SEPTEMBER

- 9/2 First Fridays 4pm-9pm
- 9/10 Cardboard Boat Racine (Harbor Lite Yacht Club)
- 9/17 Party on the Pavement Noon-7pm
- 9/24 Mini-Golf Pub Crawl 1pm-6pm
- 9/29 Racine Harbor Market 4:30pm-7:30pm (MS)

OCTOBER

- 10/7 First Fridays 4pm-9pm
- 10/8 Wine Walk 1pm-6pm
- 10/15 Wine Walk 1pm-6pm
- 10/22 Candy Crawl Noon-2pm
- 10/29 Candy Crawl Noon-2pm

NOVEMBER

- 11/5 Beer and Bacon Walk 1pm-6pm
- 11/12 Holiday Parade and Tree Lighting 5:30pm
- 11/19 Ladies Night Out 12pm-8pm
- 11/26 Small Business Saturday

DECEMBER

- 12/10 Kris Kringle Tour 11am-2pm

***Bend and Brew (Free Yoga) takes place Wednesday 6pm, Saturdays 9am and 10:15am at Christopher Columbus Cswy East End anytime weather permits.**

****Events subject to change. Please check racinedowntown.com.**

MS = Monument Square

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

Startup & Entrepreneurial Services **UW-Parkside Small Business Development Center**

Coaching and guidance; financial lending assistance; business/marketing/strategic planning; business plans; market analysis; growth assistance for existing business and tech venture support.

www.uwp.edu/connect/businessandcommunity/sbdc.cfm

Mary Fischer-Tracy | 262-595-3363 | fischert@uwp.edu

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

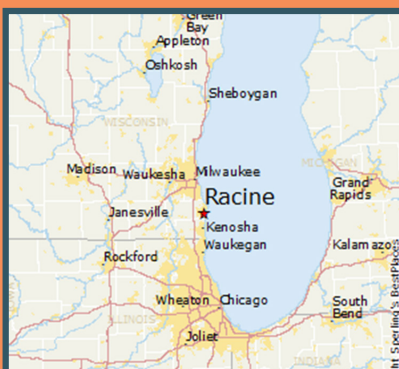
DOWNTOWN RACINE

WHY DOWNTOWN RACINE?

NEW BUSINESSES OPENINGS	2019	24
	2020	10
	2021	33

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

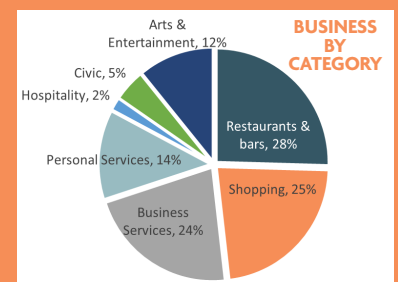
BUSINESS MIX

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

DESTINATIONS

North Beach | Racine Zoo
Monument Square | Hot Shop Glass
Reefpoint Marina
Racine Heritage Museum & Racine Art Museum

TOTAL DOWNTOWN BUSINESSES: 331



PEOPLE ARE TALKING

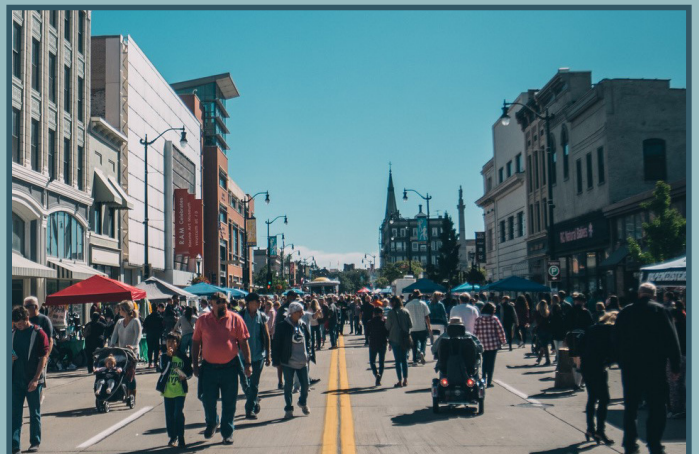
“Downtown Racine has really been built back up over the last several years & has become one of my favorite spots. It has tons of shops, restaurants, galleries & some of the best architecture!

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



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.
*Ample covered parking.

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.



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

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

PERMITS

Sidewalk Cafe Permits

Dept. of City Development. | City Hall Room 102 | Jeffrey Hintz | Jeffrey.Hintz@cityofracine.org

Right of Way Encroachment License (sidewalk merchandise)

Dept. of City Development. | City Hall Room 102 | Jeffrey Hintz | Jeffrey.Hintz@cityofracine.org

GRANTS

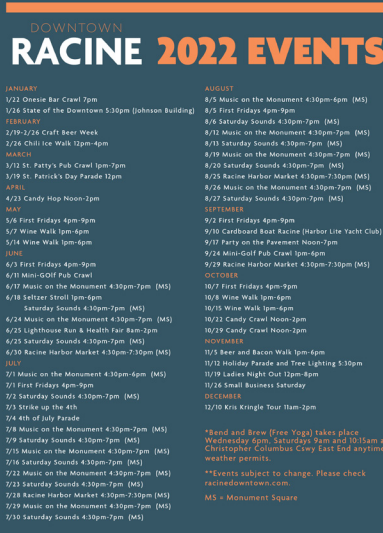
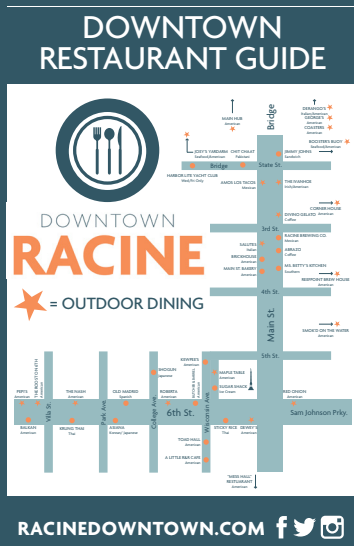
Facade Grant - Up to 50% matching grant

Dept. of City Development. | City Hall Room 102 | Jeffrey Hintz | Jeffrey.Hintz@cityofracine.org



MARKETING MATERIALS

Signs/posters available at DRC office for free!
8x10 or 11x17 sizes.



DRC MEMBERSHIP BENEFITS

- We will promote your business through social media: (20,000+ followers) and email (8,000+ subscribers)
- Downtown gift certificate program participation
- Collaborative and affordable advertising opportunities
- Discounts on parade applications and Visitor Guide ads
- Membership rewards program for you and your staff
- Participation in Craft Beer Week
- Participation in Kris Kringle Tour (2 Kringles provided)
- Wine Walk participation (based on first come, first serve)
- Beer and Bacon Walk participation (based on first come, first serve)
- Seltzer Stroll participation (based on first come, first serve)
- Candy Crawl and Candy Hop participation (includes 1 XL bag of candy)
- Kris Kringle Tour participation (includes 1 XL bag of candy)
- Participation in scavenger hunt events
- Participation in window decorating contests

Membership is just \$250 per year and is 100% tax deductible. Stop at the DRC office
425 Main St or download an application at:
racinedowntown.com/downtown-racine-corporation/



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.



MyEyes Photography
By Scott D.Olsen

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