

DOWNTOWN RACINE CORPORATION 2022 MID-YEAR 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 - June 30, 2022

- Onesie Bar Crawl- **New in 2022**
- Chili Ice Walk
- Craft Beer Week
- St. Paddy Pub Crawl
- St. Patrick's Day Parade
- Seltzer Stroll
- 2 Wine Walks
- Mini Golf Pub Crawl- **New in 2022**
- Racine Harbor Market - **New in 2022**
- Bend and Brew Yoga
- Music on the Monument
- Saturday Sounds
- Candy Hop

TOTAL ATTENDANCE 7,500+



21st annual Public Art project revealed with Rocking Chairs

NEW BUSINESSES

Opened January 1 - June 30, 2022

Alexander Transportation Services LLC
Badger Building LLC
Barker Firearms & Training LLC
Beauty on the Square
Beauty Therapy LLC
BePlush
Camellia Homes, LLC.
Com4rt Care Personal Care Agency
Covered Care
Creative Flex, LL
Goddess Nail
Healthwize Consultants, LLC.
Juno-esque By Bree
K'Brim LLC
Ketterhagen Architecture
Kouzena220
Legenz Cuts and Styles
Monument Property Management LLC
Payne & Frazier Consultants, LLC
Playspace Racine
Rosanthorn Herbs & Acupuncture
So Glam Studios
Supportive Hands Personal Care
Unique Uniforms
Vintage Xspensive



**DOWNTOWN RACINE CORPORATION
RECEIVES 2022 MAIN STREET AMERICA
ACCREDITATION**



MARKETING REACH

f
17,046
Facebook
followers

8.212
Text club

8,595
Email
followers

5,566
Instagram/
Twitter

**DRC HAS 200+
ACTIVE MEMBERS**

Membership is up 25%

