



D O W N T O W N
membership **MATTERS**

We've already made it a great place to live, work and play.
Let's keep it that way!



DOWNTOWN **RACINE** CORPORATION

Downtown Racine has evolved into a destination for both out-of-town visitors and residents, where the beautiful lake becomes the backdrop of a robust, booming downtown.

But a thriving downtown doesn't happen by accident. It takes vision, partnership and persistence. It takes the commitment of people who care about this place. It takes big thinkers who are also doers.

We are a non-profit organization dedicated to enhancing the image and functionality of downtown by attracting new businesses, residents and visitors.

- Helped foster huge downtown business growth, 23 in 2019, 10 in 2020 and 33 new businesses in 2021. In total Downtown Racine is home to more than 100 restaurants, pubs, retail shops and galleries and 3 museums.
- Host to 65+ free events in 2021 which brought over 16,000 people to Downtown Racine.
- Is a designated WI Main Street Community and designated as an affiliate Main Street America™ program by the National Main Street Center.
- One of the only communities in the Nation that has hosted a public art project for 20 consecutive years

Community Events

Chili Ice Walk
Craft Beer Week
St. Patrick's Day Parade & Pub Crawl
Mini-Golf Pub Crawls
Downtown Wine Walks
Seltzer Stroll
Beer & Bacon Walk
Racine Harbor Markets
Music on the Monument
Saturday Sounds on the Square
Bend and Brew
Party on the Pavement
Candy Crawl & Candy Hop
Holiday Parade
Public Art Project
Small Business Saturday
Kris Kringle Tour
and many more!



Exclusive MEMBER 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

**All of this for just \$250
AND your membership is
100% tax deductible.**

**WHEN YOU SUPPORT US,
WE MAKE IT
OUR MISSION TO SUPPORT YOU!**



Questions?

KELLY KRUSE
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LISA SHOCKLEY
Event Planner
Public Relations Manager
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262-634-6002
425 Main St.
Racine, WI 53403

MEMBERSHIP APPLICATION

NAME _____

BUSINESS NAME _____

ADDRESS _____

BUSINESS PHONE _____

CELL PHONE _____

EMAIL _____

WEBSITE _____

FACEBOOK PAGE _____

TWITTER HANDLE _____

INSTAGRAM _____

PAYMENT METHOD: YOUR DONATION IS TAX DEDUCTIBLE

CHECK ENCLOSED FOR \$250

CREDIT CARD # _____

EXPIRATION _____

CVS CODE _____

SIGNATURE _____

Send to: Downtown Racine Corporation | 425 Main Street | Racine, Wisconsin 53403

OR

Give us a call, and we will personally pick it up! 262-634-6002

Kelly: kkruse@racinedowntown.com | Lisa: lshockley@racinedowntown.com

Thank You!

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