



**BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE**

# **2024 BUDGET PRESENTATION**

**OCTOBER 4, 2023**

**PRESENTED BY BID MANAGER KELLY KRUSE,  
CHAIRMAN ANDREW DODGE AND TREASURER ED SCHARDING**



# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## 2023-4 OPERATING BOARD

ANDREW J. DODGE, CHAIRMAN

ED SCHARDING, TREASURER

DR. DEAN ROSENBERG, SECRETARY

WALT WILLIAMS, CITY ECONOMIC DEVELOPMENT DIRECTOR

JEFF COE, CITY ALDERMAN

JOSEPH LEGATH

MARK LEVINE

MICHELE SCHIMIAN

KELLY KRUSE, BID MANAGER

The plan of action for the district is to promote new development and increase the value of existing properties.



# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## DISTRICT VALUATION

## % CHANGE

2002	\$53,024,000	
2003	\$63,977,100	17%
2004	\$82,598,400	22.5%
2005	\$88,188,100	6.3%
2006	\$91,370,200	3.5%
2007	\$96,186,700	5.0%
2008	\$104,935,425	8.0%
2009	\$112,677,500	7.4%
2010	\$114,099,400	1.2%
2011	\$113,313,100	-.69%
2012	\$113,069,100	-.21%
2013	\$110,102,900	-2.6%
2014	\$103,849,000	-5.6%
2015	\$98,388,700	-5.2%
2016	\$96,436,900	-2.0%
2017	\$94,902,500	-1.6%
2018	\$89,416,400	-6.1%
2019	\$94,080,500	+5.0%
2020	\$96,058,600	+2.0%
2021	\$96,380,900	+1.0%
2022	\$96,880,200	+1.0%
2023	\$121,620,000	+10.5%



# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## HISTORICAL ASSESSMENT ALLOCATION

2002	\$2.35	
2003	\$2.00	-17.50%
2004	\$2.00	0.00%
2005	\$2.00	0.00%
2006	\$1.90	-5.00%
2007	\$1.95	2.50%
2008	\$1.95	0.00%
2009	\$1.90	-2.50%
2010	\$1.83	-3.70%
2011	\$1.88	2.20%
2012	\$1.89	.5%
2013	\$1.92	1.6%
2014	\$1.99	3.5%
2015	\$1.99	0.00%
2016	\$2.05	3.0%
2017	\$2.05	0.00%
2018	\$2.05	0.00%
2019	\$2.10	2.4%
2020	\$2.10	0.00%
2021	\$2.10	0.00%
2022	\$2.10	0.00%
2023	\$2.20	0.00%



## BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

# 2024 ASSESSMENT ALLOCATION

# \$2.20 PER \$1,000

No change from last year.



# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

	<b>BID BUDGET</b>
	<b>Jan - Dec 24</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
400 BID Assessments	267,000.00
405 Tree Sponsorship	4,500.00
<b>Total Income</b>	<b>271,500.00</b>
<b>Expense</b>	
<b>500 Administrative</b>	
500.1 DRC Staff Management Fee	50,000.00
500.2 Audit	4,405.00
500.3 DRC Rent Fee	3,600.00
<b>Total 500 Administrative</b>	<b>58,005.00</b>
<b>501 Program Operations</b>	
501. 1 Promotion & Marketing	32,000.00
501. 3 Public Service Outreach	17,500.00
501. 5 DRC Sponsorships	3,000.00
501. 7 Security	17,000.00
501. 8 Flowers	64,746.00
501. 9 Maintenance Labor	19,000.00
<b>Total 501 Program Operations</b>	<b>153,246.00</b>
<b>502 Capital Improvements</b>	
502.4 Maintenance & Related Equ	4,000.00
502.5 Street Amenities	30,500.00
502.6 Capital Reserve	20,000.00
<b>Total 502 Capital Improvements</b>	<b>54,500.00</b>
<b>700 Other Expenses</b>	
740 Public Sanitation	2,000.00
760 Business Development	1,000.00
<b>Total 700 Other Expenses</b>	<b>3,000.00</b>
<b>Total Expense</b>	<b>268,751.00</b>
<b>Net Ordinary Income</b>	<b>2,749.00</b>
<b>Net Income</b>	<b>2,749.00</b>



# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## RECORD-BREAKING # OF EVENTS IN DOWNTOWN

- Chili Ice Walk
- Burr Crawl - **New in 2023**
- St. Patty Pub Crawl
- Seltzer Stroll
- 4 Wine Walks
- Mini-Golf Pub Crawl
- Beer & Bacon Walk
- Bend and Brew Yoga
- Scavenger Hunts
- Music on the Monument
- Saturday Sounds
- Racine Harbor Market - **Doubled dates**
- First Fridays - **Took over in 2023**
- Party on the Pavement
- Candy Crawl
- Candy Hop
- Ladies Night Out
- Beer and Bourbon- **New in 2023**
- Small Business Saturday w/ the Grinch
- Kris Kringle Tour



## COMMUNITY EVENTS

**80+ event  
dates in  
2023**



## BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

# MARKETING



**21,846**

*Facebook  
followers*



**4,933**

*Text club*



**10,501**

*Email  
followers*



**5,006**

*Instagram/  
Twitter*





# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## 4 STATE AWARDS



**BEST EVENT -  
PARTY ON THE PAVEMENT**



**DIVERSITY, EQUITY, & INCLUSION -  
BLACK HISTORY MONTH CAMPAIGN**



**BEST COOPERATIVE MARKETING -  
FASHION SHOW**

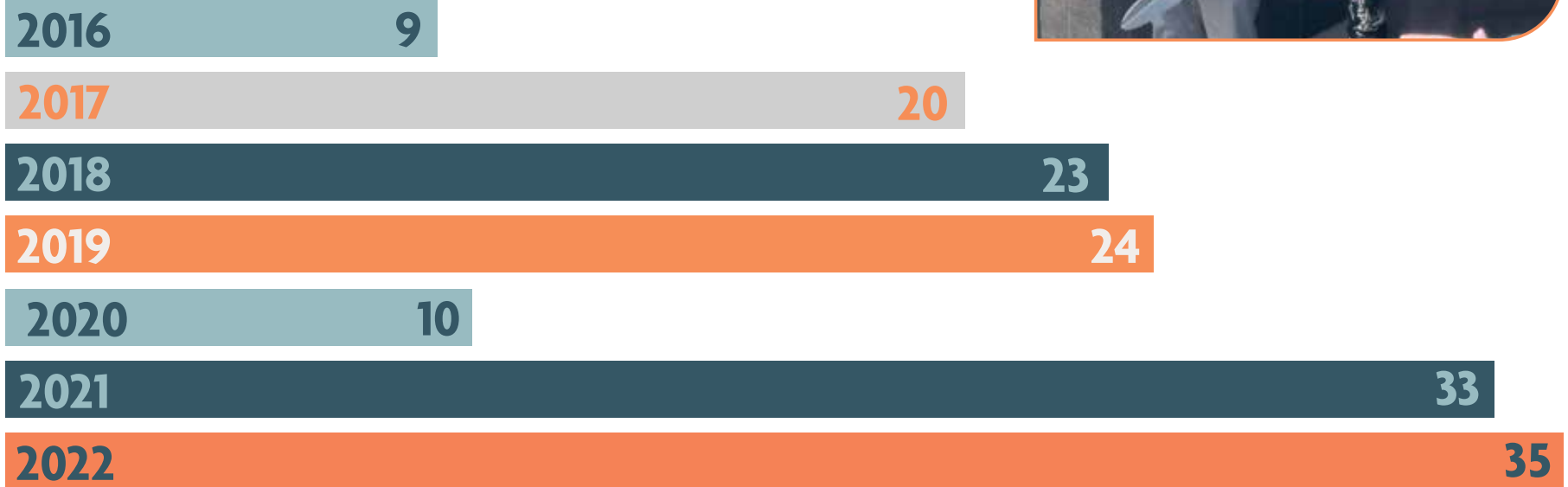


**5 YEAR SERVICE AWARD -  
KELLY KRUSE**



# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## NEW BUSINESS OPENINGS BY YEAR



**RECORD-BREAKING # OF NEW BUSINESSES IN 2022**



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## 2023 NEW BUSINESSES

**DIVINE MELANIN BEAUTY**

**THE PERFECTION PLACE**

**HOTEL VERDANT**

**EAVE**

**MARGERUITE**

**VERO INTERNATIONAL CUISINE**

**LEVEL UP**

**CHARTROOM AT RIVERS END**



# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE



## RESOURCE GUIDE

- Funding and Training Resources
- Downtown Market Profile
- Permits & Grant info
- Marketing Materials
- 90+ Distributed in 2021-23



# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE





# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS







# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## STAGE LIVE MUSIC UP TO 3 TIMES WEEKLY DURING SUMMER MONTHS





**BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE**

# **STREET-SCAPE** BANNERS, FLOWERS & HOLIDAY LIGHTS

# **NEW GIANT EVEREST**



72 CEMENT PLANTERS -  
WINTER DECORATIONS

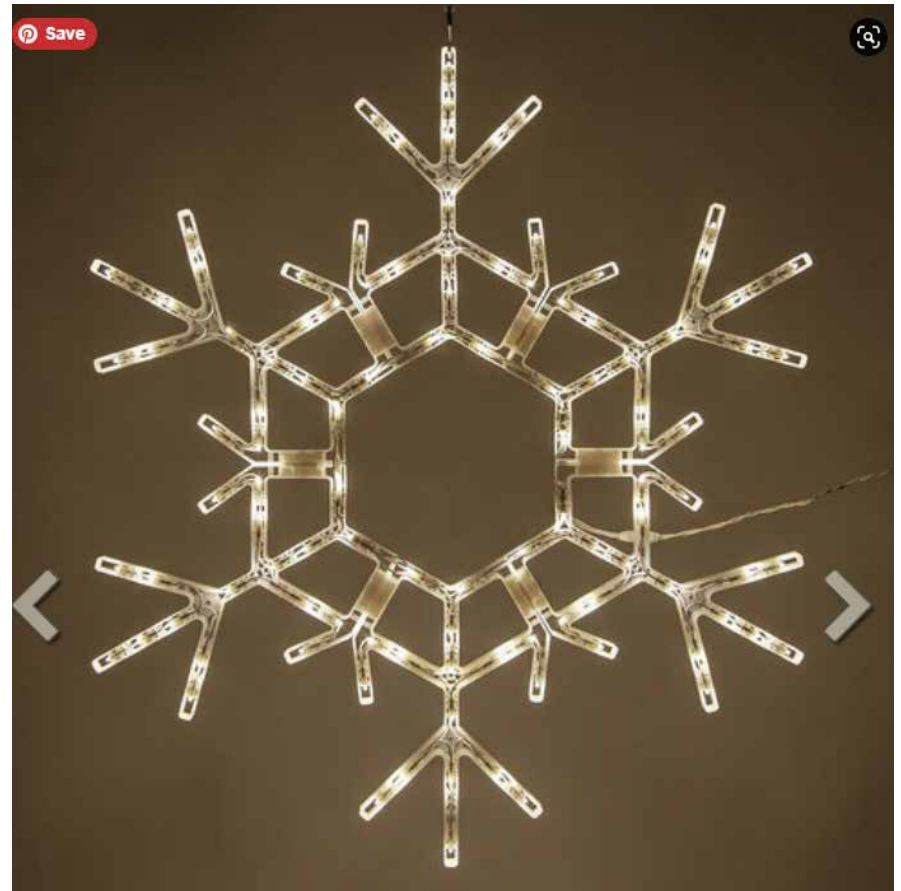






**BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE**

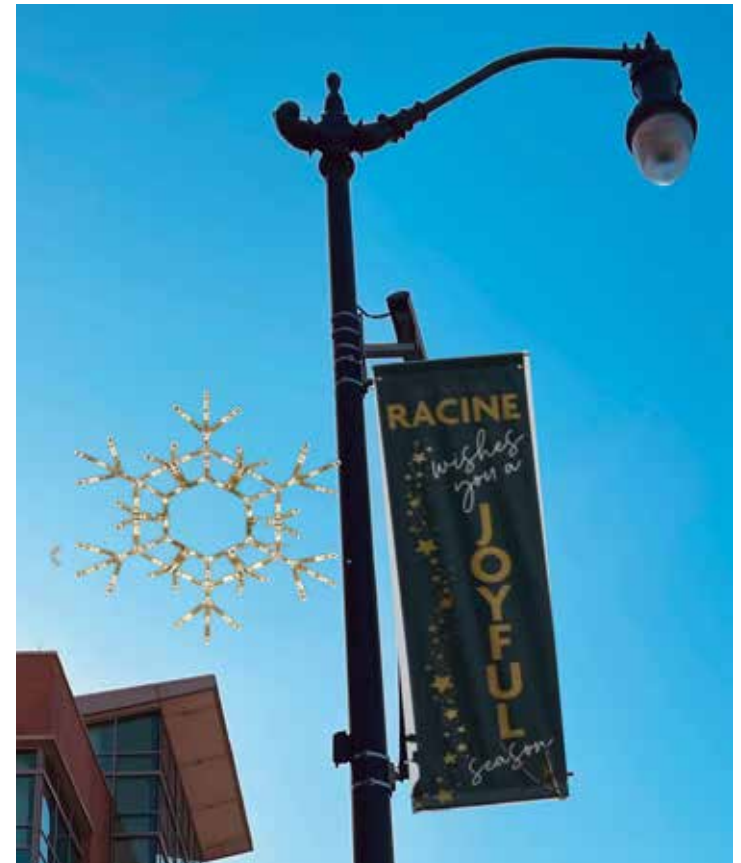
# **STREET-SCAPE** BANNERS, FLOWERS & HOLIDAY LIGHTS **NEW HOLIDAY DECORATIONS**





# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS NEW HOLIDAY DECORATIONS





# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## STREET-SCAPE BANNERS, FLOWERS & HOLIDAY LIGHTS

### NEW SUMMER BANNERS



**NEW DESIGN  
WILL BE UNVEILED  
IN 2024**





# BUSINESS IMPROVEMENT DISTRICT #1 | DOWNTOWN RACINE

## OPERATION CLEAN AND SAFE

Sidewalk and curb cleaning program along primary downtown streets, weed spraying, graffiti removal, Public Service Ambassador program and private security.





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# QUESTIONS AND PUBLIC INPUT

