

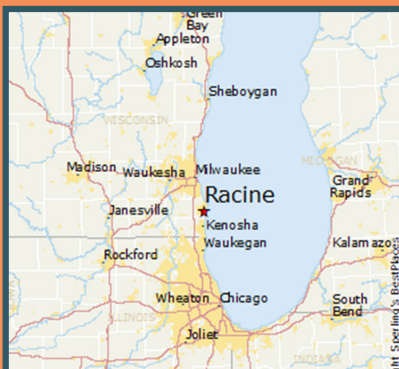
DOWNTOWN RACINE

HISTORIC & HIP DOWNTOWN RACINE

NEW BUSINESSES OPENINGS	2019	24
	2020	10
	2021	33
	2022	35

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.....	9,200
Daily Day Time Workers.....	1,331
Annual Event Attendance.....	63,000
Programmed Event Dates.....	115

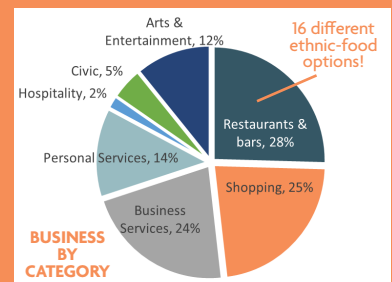
BUSINESS MIX

Downtown Racine has a balanced mix of retail, restaurant and service businesses including multiple galleries, 2 hotels, 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.

115 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 lakeview 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:

Façade & Sign Grant

50% of eligible costs up to \$12,000.

Design Assistance

Free assistance with signage and façade planning, including renderings.

Tax Increment Finance Assistance

For qualified projects.

KIVA

0% interest loans for small businesses

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

RACINEDOWNTOWN.COM