

DOWNTOWN  
**RACINE**  
CORPORATION

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.

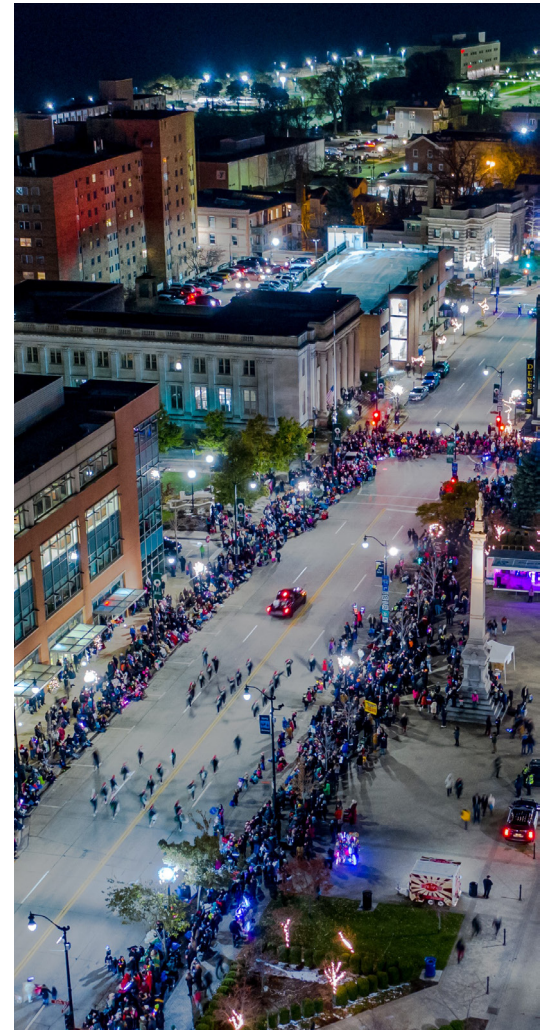
But a thriving downtown doesn't happen by accident. It takes vision, partnership and persistence. It takes the commitment of people who care about this place. It takes big thinkers who are also doers.

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 both 2021 and 2022. In total home to more than 100 restaurants, pubs, retail shops and galleries and 3 museums.
- ➔ Host to 80+ free events in 2023 which brought over 63,500 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 22 consecutive years.

## Community Events

- Burr Bar Crawl
- Chili Ice Walk
- Craft Beer Week
  - First Fridays
- St. Paddy Pub Crawl
- St. Patrick's Day Parade
  - Seltzer Stroll
  - 4 Wine Walks
  - Bags League
- Beer & Bacon Walk
- Bend and Brew Yoga
- 4 Scavenger Hunts
- Mini Golf Pub Crawl
- Music on the Monument
  - Saturday Sounds
  - Party on the Pavement
- Multiple Racine Harbor Markets
  - 2 Candy Crawls
  - Candy Hop
  - Ladies Night Out
- Bourbon & Beer on Black Friday
  - Small Business Saturday
- Holiday Parade and Tree Lighting
  - Kris Kringle Tour



# Exclusive **MEMBER BENEFITS**

- Participation in First Fridays
- Participation in Craft Beer Week, Poker Run
- Participation in Kris Kringle Tour (Kringles provided)
- Wine Walk participation (limited availability)
- Beer and Bacon Walk participation (limited availability)
- Seltzer Stroll participation (limited availability)
- Candy Crawl & Candy Hop participation (includes candy)
- We will promote your business through social media:  
(30,000+ followers) and email (10,000+ 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 scavenger hunt events
- Participation in window decorating contest

---

**All of this for just \$300  
AND your membership is  
100% tax deductible.**

---

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



*Questions?*

KELLY KRUSE  
Executive Director  
[kkruse@racinedowntown.com](mailto:kkruse@racinedowntown.com)

LISA SHOCKLEY  
Event Planner  
Public Relations Manager  
[lshockley@racinedowntown.com](mailto:lshockley@racinedowntown.com)

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 \_\_\_\_\_

Send to: [lshockley@racinedowntown.com](mailto:lshockley@racinedowntown.com)  
or mail 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](mailto:kkruse@racinedowntown.com) | Lisa: [lshockley@racinedowntown.com](mailto:lshockley@racinedowntown.com)

*Thank You!*

D O W N T O W N

*membership* **MATTERS**